

# Abstracts

## **Lisa Ackerman**

### *Sustainable management planning at Babylon, Iraq.*

This paper is a case study of the *Future of Babylon* project and the approach it has taken to defining and managing cultural heritage. Undertaken by World Monuments Fund in partnership with the Iraq State Board of Antiquities and Heritage since 2006, this process is centered on the idea that Babylon is, first and foremost, a landscape that has evolved continuously through each period of occupation, adapting to the cultural, agricultural, social and economic needs of the communities that have been sustained by the Euphrates and verdant plains along its banks. The notion of cultural landscape and its meanings are forever being shaped, contested and affirmed by the SBAH and the various governmental and non-governmental stakeholders who are engaged in the values-based process to define what Babylon represents today, its boundaries, and its contribution as living heritage to nearby residents today and local and international visitors. The challenges at Babylon are many, but the development of a sustainable vision for managing the site looms large. The Governorate of Babil, as well as local entrepreneurs, considers the site to be a tool for economic development. The US Department of State, the primary project funder, recognizes the archaeological and historical value of the site, but also sees the conservation and long-term protection of the site as essential to the economic and social recovery of the province and Iraq as a whole. The Iraq State Board of Antiquities and Heritage, the national agency governing the site, understands the push for opening the site for visitors, yet is protective of its fragile archaeological material and research potential. Working with Iraqi stakeholders to find the balance between discovering and maintaining the past, healing and cohesion within a post-occupation society and providing economic development via cultural tourism and other lucrative mediums is a challenge and presents an interesting case study pertaining to cultural heritage management.

## **Ascanio d'Andrea**

### *The Herculaneum Conservation Project: managing interdisciplinary information for effective planning, implementation and monitoring of heritage conservation.*

The Herculaneum Conservation Project has given a central role to GIS and other tools for planning, implementation and monitoring of site conservation and management. When an ambitious interdisciplinary conservation project was launched at the archaeological site of Herculaneum, a way of managing the wide range of project information was crucial. To respond to that need, a GIS was constructed on the basis of spatial data linking the newly created site plan and a series of correlated databases of mapping and works documentation. This paper illustrates how the team approach to information management has evolved and is delivering tried and tested operative tools which: are in constant use by all members of the team; are already proving indispensable for the site's sustainable management; and will be central to the sustainability of site management in the long-term within the realistic limits on human and financial resources. This paper shows how this interdisciplinary environment has

led to the development of made-to-measure tools which will ensure more effective use of resources for management of Herculaneum in the future, tools which, all the same, have potential re-applicability elsewhere.

### **Darius Arya**

#### *Podcasting culture: the role of video in heritage preservation*

Podcasting represents a largely *untapped* resource for documenting and promoting cultural heritage preservation of archaeological sites and fieldwork. In contrast, video use on the internet, including mobile device use, is exploding to meet the demands of the consumer, as mobile network connections rapidly increase. Furthermore, the growing popularity of historical documentation of the past on History Channel, Discovery, and National Geographic shows strongly indicate that video has a natural and logical place in archaeological documentation to engage and involve the public to learn about the past. Professionals in the field - field archaeologists, conservators, administrators, educators, etc. - should begin to make a more effort to make video documentation an integral part of every archaeological project for a number of reasons. These include low production cost, video documentation as a compliment to photographic documentation, and video's role as catalyst to create and foster public awareness of funding and conservation issues. To illustrate these points, we will show video podcasting examples in which the American Institute for Roman Culture engages NGOs, the Italian Ministry of Culture, and American universities to create a synergy of participation that serves to enhance, document, and explain aspects of heritage preservation.

### **Brian Ayers**

#### *Butrint, southern Albania – a vision for sustainable regional development.*

The World Heritage Site of Butrint, some 5km from the Greek island of Corfu, is the most visited heritage location in Albania. It is highly likely that visitor numbers will exceed 100,000 in 2011 with gate receipts alone reaching €500,000. The site lies within a National Park, offers a variety of historic and natural attractions, and continues to benefit from a programme of research, conservation, historic environment training and enterprise development work now nearly two decades old. There are, however, numerous challenges. Development pressure, despite a WHS buffer zone, is considerable. Infrastructure works, notably a new road, impinge upon the setting of Butrint and threaten the sense and spirit of place. Potential drainage of wetlands endangers the ecosystem. Spatial and strategic planning is non-existent. Local awareness and ownership of Butrint is low. Tourism management is in its infancy. Visitor facilities are minimal. Bureaucratic controls are stifling and cumbersome. This paper seeks to set out ideas for future development at Butrint that build on existing institutions, are sustainable, secure inward investment, benefit and foster local communities, act as a stimulus for regional development, promote high quality tourism, safeguard both the historic and natural environment, and secure a framework for continued research and training.

### **Pier Matteo Barone**

#### *Could geophysics support the preservation of cultural heritage?*

Survey information gathered using non-invasive methods contributes to create site strategies, conservation, preservation and, if necessary, accurate location of excavation and restoration units. Therefore, geophysical survey techniques can be used to examine historic buildings and structures and their surrounding properties so that archaeologists and other professionals responsible for cultural heritage preservation are able to assess the integrity of the structures and, where necessary, take action - without destructive testing methods. In particular, GPR (Ground Penetrating Radar) has, recently, become the most important physical technique in archaeological investigations, allowing the detection of archaeological targets with both very high vertical and horizontal resolution, and has been successfully applied both to archaeological and diagnostic purposes in historical and monumental buildings.

### **Patrizia Barucco**

*Two Cases of Historic Urban Landscape.*

The category of Historic Urban Landscapes is one of the newest categories of heritage recognized by UNESCO. It is also one of the most complex to implement requiring a mutual understanding between local authorities, citizens, conservationists and heritage professionals. This paper will present work on the historic town of Asmara in Eritrea and the Citadel of Erbil in Iraq. Both sites are on the tentative list of UNESCO World Heritage Sites.

### **Paul Bennett**

*Vatican, Louvre, Topkapi... Oh My. Sustainable practices for touring cultural capitals.*

This paper will look at the sustainable strategies that travel companies may employ for visiting major urban destinations worldwide. Methods for mitigating impacts on major monuments and strategies for tourism dispersal in urban areas will be discussed, as well as non-quantitative impacts on cultural character and sense of place.

### **Christian Biggi**

*Community participation in support of Herculaneum's sustainability.*

This paper offers the example of the Herculaneum Centre and the site of Herculaneum to illustrate how attempts to favour sustainability of archaeological sites must embrace the wider social, environmental and economic context at every level of decision making, in order to ensure the protection, but also the 'well-being', of that heritage in the local community and beyond, delivering sites a more active role in modern society and in turn encouraging wider support. This Centre's mission is to promote a more integrated approach through greater inclusion of the local and international communities in conserving and 'living' Herculaneum's past, by developing partnerships, facilitating physical and intellectual access to the historic environment, and by stimulating responses to Herculaneum's archaeological and cultural heritage. The potential contribution heritage resources can make to socio-economic development of local communities is now widely recognized but rarely achieved. The debate is evolving to recognize how heritage can contribute more substantially to the healthier, sustainable communities' agenda, rather than simply being seen as a financial resource. This paper presents examples of the Centre's initiatives to show how the approach being tested at Herculaneum is attempting to move beyond these one-way visions and instead

establish a reciprocal relationship addressing conservation, economic, social and cultural issues with mutual benefits for heritage and the local community. In this way not only does heritage benefit the local community but, equally importantly, communities can contribute to the sustainability of an archaeological site.

### **Daniela Calanca**

*Social heritage and Italian identity: theories and practices of cultural imaginaries and intangible resources.*

This project is a collaboration between departments of the Università di Bologna (Rimini) covering Fashion Cultures and Technique, Tourism Sciences, Economics and Contemporary Italian History. The research bring together scholars from various areas of study, including: history, geography, economy, anthropology, cultural studies and media and aims to develop transdisciplinary tourism studies at both the theoretical and practical level. The following themes are addressed: intangible heritage; the relationship between “Heritage-Memory-Identities”; the relationship between the historic centre of Rimini and its beaches; the development of a holistic dynamic model for Cultural Heritage Travel (CHT). The first phase of research develops an interdisciplinary methodology which results from the confrontation within and between the social sciences, economic sciences, political sciences, and several areas of study in humanities such as history, mass communications, cultural anthropology and media theories. The second phase and the third phase of analysis focus on the empirical research at local and national level. The aim is to develop a new interpretative and conceptual framework which could also promote innovative and shared policies for the elaboration of “Heritage Tourism and Creative Heritage Tourism”. To achieve this it will be necessary to construct an international network, a consortium group but it will also require community involvement. It is hoped that this will lead to an enhancement of tourism and the development and diffusion of *Fashion and Tourism Study*.

### **Paolo Camilletti**

*A landscape of spirituality: sustainable conservation of the SS. Sacramento garden in the hermitage La Solitudine at Piedimonte Matese.*

This paper aims to present a proposal of sustainable restoration and management of a hermitage garden near Caserta, which is part of a remarkable environmental heritage and might also support the enhancement of sustainable tourism in that area. The method includes interdisciplinary literature review, on-site case documentation and analysis with regards to landscape, horticultural, architectural, and artistic components. The Garden of SS. Sacramento is located at 600m above the sea level, within the Natural Park Monti del Matese. The small hermitage is next to the Franciscan Convent of S. Maria Occorrevole, and it is surrounded by woods. This religious retreat was inaugurated in 1678, and it provided the monks with an inspiring place for meditation. The monks had to take care of the garden, according to the monastic rules. Each monk was responsible for planting a flower bed and some vases, and cultivating fruits and vegetables in the nearby terraced gardens. The horticultural knowledge was bequeathed from the elder to the younger generation. This cultural transfer was interrupted when the monastery declined, but since the 1990s building

restoration the religious community has tried to rescue that tradition. The restoration of the SS. Sacramento garden highlights how its conservation ought to be conceived within the frame of landscape preservation. The identity of monastic gardens requires great attention to the historical and symbolical elements. The involvement of monks would re-introduce a cultural and social element in heritage conservation. With reference to the case study, a wise approach to garden restoration and landscape management would guarantee the identity conservation, and lead to the enhancement of sustainable tourism.

### **Jack Corbet**

*Sustaining heritage, sustaining communities: a cautionary tale*

Professionals in cultural heritage management like to believe it serves multiple stakeholders: those who value what we can learn from the past, those who seek to educate the future, those who seek to nurture communities, those who have a specific concern such as aesthetics or economic benefits, and others. “Sustainability” is a term with a very positive loading, communicating an awareness of trans-generational responsibilities. Presumably linking sustainability with heritage management therefore offers an array of opportunities favoring heritage resources and the multiple constituencies interested in them. Yet experience in the field tells a different tale. Heritage managers constantly feel on the defensive, struggling to protect heritage values from abuse, intrusion, or destruction. Other stakeholders may treat heritage protection as restrictive or a threat to values such as providing for families or sustaining communities. Heritage managers lament the lack of tools and resources to meet their obligations, other stakeholders resent heavy-handed approaches that seem to value an abstraction over their tangible and more immediate priorities. The notion of shared interests gives way to competition and conflict. This paper draws on extensive experience and research at two World Heritage Sites in Oaxaca, Mexico, to explain why the theory of cultural heritage management does not square with what we find in the field. And it seeks to explain why community stakeholders, especially those with material interests such as land ownership or natural resource exploitation on community lands, resist the World Heritage designation valued by many heritage professionals. We examine two decades of conflict between the protective zone around the monumental architecture at Monte Alban and neighboring communities, giving particular attention to the ways in which recurring frictions over land use contribute to an official narrative casting communities as “invaders” of heritage space although the space in question belonged to communities long before archaeological exploration, much less World Heritage designation. Then we shift to the recently-designated World Heritage Site of the Mitla/Yagul cave system, asking whether the two decades of experience at Monte Alban has influenced site/community management planning and organization for the new site fifty kilometers away. Do we learn from experience or merely repeat it?

### **Matthew Davies**

*Looking forward to another 50 years of heritage collaborations: The British Institute in Eastern Africa and its local partners.*

Since its founding in 1959 the British Institute in Eastern Africa (BIEA) has been deeply involved in the study, preservation and promotion of Eastern African heritage. BIEA researchers pioneered the study of Eastern African history and archaeology both along the Indian Ocean coast and inland. They promoted the sites and history that they encountered both in scholarly circles (including through the Institute's own journal *Azania* and its monograph series) and more popularly through site guides and partnerships with regional museums and other organizations. Today BIEA remains highly active in the field of heritage studies with a wide range of affiliated research projects and local heritage partners. BIEA continues to support the development of local and international scholars of excellence through its partnerships, grants, public events, facilities, publications and graduate scheme, as well as by encouraging external projects to work closely with local institutions and personnel. While BIEA's work has rarely been paramount in the public arena, its deeper positive influence on sustainable heritage has been widely felt for over fifty years and we hope to give a taste here of how that position will develop and grow in the future'.

### **Kodzo Gavua**

*Managing Ghana's cultural heritage: challenges and prospects.*

Challenges confronting the management of Ghana's cultural heritage have limited the conservation, security, promotion, and patronage of this heritage and culminated in its commodification. My paper will discuss what characterizes Ghana's cultural heritage, administrative, legal, political and economic challenges that plague the management of this heritage, and attempts that have been made, so far, to offset them. With reference to specific projects the paper will suggest that sustenance of cultural heritage in Ghana will depend upon the extent to which this heritage is mainstreamed into the nation's development agenda. Negotiations of power involving various categories of stakeholders, including local communities, public and private agencies, and international agencies, as well as active advocacy by relevant research establishments and civil society groups will be cited and explored as important means by which the mainstreaming can be successfully attained.

### **William Narteh Gblerkpor**

*Archaeology and cultural heritage management in Ghana: the case of the Krobo Mountain Archaeological Research Project.*

In recent times, interest in archaeology, cultural resource management, and cultural heritage related activities has been on the rise in Ghana. This growing interest in the nation's cultural heritage resources has largely been attributed to initiatives undertaken by staff and faculty of the Department of Archaeology and Heritage Studies (formerly Department of Archaeology) at the University of Ghana, Legon. During the last decade, the department embarked upon a series of activities, including building of local and international partnerships and networks, revision of its curriculum, introduction of Master's degree in Museum Studies program, and change of name. But perhaps, the adoption of newer approaches to the conduct and management of archaeological research projects, and cultural resource management activities is more directly responsible for the escalation in the recognition and appreciation of matters relating to cultural heritage resources in Ghana. Massive involvement of local communities,

and partner institutions in the planning and execution of the many community-based archaeological research projects are among key features that characterize our current approaches to archaeology and heritage studies. The purpose of this presentation is 1) to give a highlight of some of the major archaeological research projects in Ghana, and to discuss how they are being managed. 2) And to provide a detailed evaluation of the goals, achievements, prospects, and challenges of the Krobo Mountain Archaeological Research Project (K-MAP). The K-MAP is a partnership archaeological research project between the Department of Archaeology and the Krobo Traditional Councils, Ghana. Through prompt sharing of research information and involvement of the local community, we have been able to enhance the recognition and appreciation of archaeology and Krobo cultural heritage resources in the Krobo area and beyond. Our adoption of popular for prompt dissemination of information about ongoing archaeological research activities and research results and the role of local and international partner institutions in the successful running of the K-MAP and other projects will be examined.

### **Gianluigi di Gianrolamo**

*Social heritage and Italian identity: theories and practices of cultural imaginaries and intangible resources.*

This project is a collaboration between departments of the Università di Bologna (Rimini) covering Fashion Cultures and Technique, Tourism Sciences, Economics and Contemporary Italian History. The research bring together scholars from various areas of study, including: history, geography, economy, anthropology, cultural studies and media and aims to develop transdisciplinary tourism studies at both the theoretical and practical level. The following themes are addressed: intangible heritage; the relationship between “Heritage-Memory-Identities”; the relationship between the historic centre of Rimini and its beaches; the development of a holistic dynamic model for Cultural Heritage Travel (CHT). The first phase of research develops an interdisciplinary methodology which results from the confrontation within and between the social sciences, economic sciences, political sciences, and several areas of study in humanities such as history, mass communications, cultural anthropology and media theories. The second phase and the third phase of analysis focus on the empirical research at local and national level. The aim is to develop a new interpretative and conceptual framework which could also promote innovative and shared policies for the elaboration of “Heritage Tourism and Creative Heritage Tourism”. To achieve this it will be necessary to construct an international network, a consortium group but it will also require community involvement. It is hoped that this will lead to an enhancement of tourism and the development and diffusion of *Fashion and Tourism Study*.

### **Oliver Gilkes**

*Through the green beige door at Butrint and other places: the paradox of 'sustainable tourism' and cultural heritage.*

Based on his own personal experience of first working as a producer of cultural heritage (as a field archaeologist) and then as a consumer of the product (as a tour operator) Oliver Gilkes explores the paradoxical relationship between sustainable archaeological tourism and the need for social and economic development in one developing economy (Albania). He

suggests that niche tourism is rarely sustainable and that instead of putting resources into this, investment would be better directed into mitigating the effects of, and directing the spending power of, mass tourism.

### **Pablo Alonso González**

*Projecting the past, preserving the future: the establishment of a Cultural Park in Maragatería (León, Spain).*

The paper presented stems from a project initiated by the awarding of a four-year project by the government of the region of Castilla y León in September 2009 in order to lay the foundations for the hypothetical future implementation of a Cultural Park in the *Maragatería*, a peripheral area located in the south of León, one of the provinces of the region.

*Maragatería* is an economically deprived “comarca” (small administrative division of Spanish provinces) of 2000 dwellers, distributed in 57 villages. The area is one of declining population. Our study shows that heritage enhancement projects occur within very complex contexts where the definition of what is heritage and what is to be preserved blur constantly. Also, each initiative put forward at an institutional level may bring about harmful consequences for different groups. The paper will present more contexts where heritage may entail harmful consequences for local communities. Finally, the paper will stress the impossibility of regarding heritage management as a technical matter. We will argue that heritage practice is charged with political and ethical issues that in turn condition what is understood as “sustainability” and what groups may benefit from certain initiatives. Nonetheless, we will point to a set of ideas that can pave the way for a more democratic and pragmatic heritage management and put them in relation to our case study in *Maragatería*. An attempt to define “sustainability” in heritage contexts will be sketched.

### **Maja Gori**

*Ubiquitous Illyrians – elastic identity in the Balkans.*

This paper uses the “Illyrian concept” and the supposedly related archeological elements of cultural heritage in the construction of national and transnational identities in the Balkans. We will concentrate on the Albanian example but will also make reference to the Slav use of “Illyria” and the Slav and Greek use of archeological cultural heritage as part of the process of reinforcing national identity. The paper will argue that the use of cultural heritage creates elastic identities which often go beyond the evidence contained in the archeological heritage itself. Cultural heritage is not only abused and misused in the popularisation of national identity which is common enough, but also by the scientific community.

### **Mark Harrison**

*Policing the past, protecting the future: tackling crime & anti-social behaviour in the historic environment.*

This paper will examine the development and implementation of the Heritage Crime Initiative through the use of case studies and will discuss the ethical issues that confront conservators and law enforcement organisations. Acknowledging the threat and the aspiration to hand over our historic sites to the next generation in as-good or better condition (the

definition of sustainability) Parliament has provided specific offences in law to protect them against damage and unlicensed alteration. The task given to the authorities by Parliament is clear. But in reality the split of responsibility between local authorities, the police and English Heritage, the relative rarity of incidents and the lack of expertise and understanding of the nature of the harm has, in English Heritage's opinion at least, meant that task has not been fulfilled as well it might. In response to the perceived need for a more coordinated approach, English Heritage, the Government's advisor on the historic environment, and the Association of Chief Police Officers (ACPO) seconded Chief Inspector Mark Harrison (Kent Police) to act as policing advisor and to develop the Heritage Crime Initiative. The key objectives will be to develop a sustainable and coordinated approach to crime reduction amongst the statutory agencies and stakeholders. The system has to recognise the limited and shrinking resources available, but also to embrace the great enthusiasm and mass appeal of England's historic environment. The initiative will seek to raise awareness of the existence and significance of heritage assets at a national, regional and local level and to provide agencies, stakeholders and local communities. The paper will conclude with an analysis of the future trends in criminal behaviour will threaten heritage assets and the wider historic environment.

### **David Howell**

*National identities: the heritage identity of the past or the political identity of the future?*

1999 saw the formation of the first Welsh Assembly Government. Over ten years have passed since devolution was adopted in Wales, and a number of social and political changes have been recorded in this period. In the years building up to Welsh devolution, national history and the heritage landscape played an influential role in defining national identities. How then has the role of heritage changed in Wales, as national identity becomes increasingly influenced by politics? What happens to heritage when the voice of the past gives way to the voice of a political future? Also considering the role of heritage in Greenland and Iceland, two nations either side of the process of political independence, this talk will consider whether a pattern can be discerned in Wales for the evolving role of heritage in shaping identities in nations going through a process of political independence.

### **Helen Human**

*Is a universal heritage possible?: Exploring the limits of liberal internationalism and the UNESCO World Heritage Convention*

The United Nations Educational, Scientific and Cultural Organization, UNESCO, seeks to identify and protect the "world heritage of mankind as a whole" through its World Heritage Convention. By safeguarding cultural and natural heritage sites of "outstanding universal value," UNESCO aims to stave off cultural homogenization in an era of globalization. This paper discusses how UNESCO's efforts to create a universal heritage are limited by the framework of liberal internationalism, which took root at the United Nations in the late 1950s. Liberal internationalism seeks to transform "nationalistic chaos" into international order and international ethos, imagining a World Community of "nations" in which national peoples belong to humanity. This form of internationalism results in a state-centered World

Heritage nomination process which obscures diversity within nations and its role in the production of heritage, producing nothing approaching “universal” heritage. The UNESCO World Heritage List is, rather, a reflection of nation-states political agendas within the International Community. As a case study, this paper will explore the motives behind Turkey’s implementation of the World Heritage Convention since 1983.

### **Brian Kernaghan**

*Interiography - re-evaluating interior architecture.*

Through case studies of important design precedents this paper will discuss some of the dilemmas that exist in design education, where, on the one hand the education of architects generally privileges the design of new buildings in our cities, and, on the other hand, interior design programs generally concern themselves with the decoration and furnishing of existing rooms. I will make the case for programs that focus on the adaptive re-use of existing buildings. This requires sensibilities and understandings that cannot be easily categorized within current practices. Recognizing that much of the activity of professional architectural offices world-wide already deals with existing buildings, I will identify degrees of alteration that can be applied to many structures in our cities. In the absence of any consensus about how to name the process, it is probably best described as Interior Architecture. I hope to move the discussion forward from the clear and undisputed need to conserve our cultural heritage, toward the view that all of our cities have many undistinguished buildings might well have a future that their original designers could not have imagined. Clearly, a sustainable future will include the design of new buildings that use the newest technologies to be more energy efficient, but taking the view that no building is ever ‘complete’, and that developers and architects alike now recognize that the greenest building may be the one that already exists, I will seek to illuminate the means by which we can learn from different cultures in order to re-invent and re-vitalize buildings which would otherwise be consigned to the dustbin of history.

### **Savino di Lernia**

*Libya’s cultural heritage: past, present and future.*

The conflict in Libya – unexpected and with unpredictable developments – has and will have dramatic impact on the population, on its environment, on its social security and also on its natural and cultural heritage. At the moment, a major divide exists in Libya, between the Mediterranean coast, where four UNESCO World Heritage Sites and most of the Phoenician, Greek and Roman complexes are located and the war burns, and the southern desert, where no military operations are signaled. In the deep south, an immense land stretching from Ghadames in the west to Jebel Oweynat in the east, thousands of archaeological sites represent the deep, rich and diversified Libyan history: only the prehistoric rock art of the Acacus Mts., in southwestern Fezzan, are ‘protected’ by the insertion in the UNESCO WHS list, whereas the rest of this immense heritage is even barely catalogued. If until February 17 2011 (the ‘day of anger’ in Libya) the major threats to the natural and cultural heritage in Libya were related to specific situations – infrastructural development, tourism and underground resources’ exploitation – the current conditions argue for a different approach and, possibly, for a redefinition of future scientific research in the region.

### **Salvatore Lorusso**

*Interdisciplinarity and ethics for attaining professionalism in cultural heritage: the past for the future.*

This paper will address the appropriate training for heritage professionals including aspects such as the synergy of human sciences and experimental sciences; interdisciplinarity and internationalization; education and training for achieving appropriate levels of professionalism; environmental sustainability; ethics and the necessity for humility in science.

### **Alberto P. Martí**

*ArqueotuR: an international network devoted to the promotion of archaeological tourism and local development*

ArqueotuR -Archaeological Tourism Network- is a worldwide international project born in 2007 and led by academics and professionals from the archaeology and tourism sectors. It is co-ordinated by the University of Barcelona and Ibertur Network, and comprises a series of public and private institutions working together for the development and promotion of sustainable archaeological tourism. ArqueotuR's main public interface, its web portal <http://www.arqueotur.org> (Yahoo! Award-winning Spanish website in 2007), provides detailed and geo-referenced information about archaeological sites, museums, interpretation centres, events and festivals, as well as other initiatives by public and private stakeholders related to archaeological heritage. The information collected and supplied through the website intends to facilitate the user to design the whole journey, linking heritage and cultural resources with tourism services available in the area, such as guided visits, accommodation and food, local craft workshops, specialist bookshops, etc. Beyond well-known World Heritage Sites, the project also works towards the consolidation of those tourism products that include less popular sites and regions, encouraging the creation of thematic routes that strengthen inter-regional and international relations and the local third sector. ArqueotuR has collaborated with public bodies such as the Spanish Agency for International Development Cooperation (AECID) in the promotion of archaeological tourism in Latin America, the Maghreb and sub-Saharan Africa through the creation of specific products like the Cave Art Route and the Central-American Colonial Route. At the time of writing, ArqueotuR is implementing its strategy to expand the project to non-Spanish speaking countries. This paper is intended to expose the project's model, state of the art, and forthcoming actions.

### **Goh Hsiao Mei**

*Documenting the archaeological heritage in Lenggong Valley, Malaysia: a pilot project.*

With increasing global concern for the preservation and conservation of archaeological heritage, a thorough documentation of the archaeological assets is conceived as an essential key in managing and sustaining the archaeological heritage into future. In Lenggong Valley, intensive archaeological researches have been conducted since 1987 and the record shows that this valley has a long history of prehistoric human occupations, extended from about 1.83

million to 2,000 years ago. In attempt to protect and preserve the archaeological heritage of this valley, comprehensive site inventory and documentation have been undertaken in some archaeological sites at regular intervals. This paper, in general, presents the result of the latest archaeological site inventory and community research conducted in the proximity of three prehistoric cave sites, namely Gua Gunung Runtuh, Gua Kajang and Gua Harimau. This inventory and community research aims to establish a database which allows the identification of heritage management priorities of aforementioned sites in the future. Discussion will first draw attention to the methodologies and approaches applied in this inventory and further underpin the challenges faced by archaeologists and relevant stakeholders in documenting the archaeological heritage in the Lenggong Valley.

### **Nigel Mills**

#### *Hadrian's Wall World Heritage Site – a case study in sustainable management of a World Heritage Site*

The Hadrian's Wall WHS is 150 miles long with 11 major sites and museums receiving 750,000 visits annually. Hadrian's Wall Country currently receives over 3.5 million staying visitors every year and this figure is set to rise over the next few years as a result of improved visitor facilities and marketing. This paper explores how intellectual and physical access to the WHS and the landscapes surrounding it are being managed strategically to conserve and protect the WHS whilst ensuring a high quality visitor experience. A key objective of the Interpretation Framework for Hadrian's Wall is to spread the visitor load by encouraging multi-site visiting across the whole of the WHS, facilitating dispersal of visitors rather than concentration at vulnerable hotspots. The Interpretation Framework provides a basis through which each site and museum can develop a distinctive, differentiated but complementary visitor offer, thereby encouraging multi-site visiting, longer dwell time and higher spend. A similar approach is being adopted for physical access, using the Hadrian's Wall Path National Trail as a spinal route from which to develop a network of circular walking routes accessible through the Hadrian's Wall AD 122 bus service linked in turn to the Hadrian's Wall Country railway line. Management of the Trail itself requires detailed monitoring and ongoing proactive management through a 'stitch-in-time' approach and by promoting patterns of use that avoid sensitive times of year.

### **Marta García Morcillo**

#### *ArqueotuR: an international network devoted to the promotion of archaeological tourism and local development*

ArqueotuR -Archaeological Tourism Network- is a worldwide international project born in 2007 and led by academics and professionals from the archaeology and tourism sectors. It is co-ordinated by the University of Barcelona and IberTur Network, and comprises a series of public and private institutions working together for the development and promotion of sustainable archaeological tourism. ArqueotuR's main public interface, its web portal <http://www.arqueotur.org> (Yahoo! Award-winning Spanish website in 2007), provides detailed and geo-referenced information about archaeological sites, museums, interpretation

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### **Alessandra Peruzzetto**

#### *Sustainable management planning at Babylon, Iraq.*

This paper is a case study of the *Future of Babylon* project and the approach it has taken to defining and managing cultural heritage. Undertaken by World Monuments Fund in partnership with the Iraq State Board of Antiquities and Heritage since 2006, this process is centered on the idea that Babylon is, first and foremost, a landscape that has evolved continuously through each period of occupation, adapting to the cultural, agricultural, social and economic needs of the communities that have been sustained by the Euphrates and verdant plains along its banks. The notion of cultural landscape and its meanings are forever being shaped, contested and affirmed by the State Board of Antiquities and Heritage (SBAH) and the various governmental and non-governmental stakeholders who are engaged in the values-based process to define what Babylon represents today, its boundaries, and its contribution as living heritage to nearby residents today and local and international visitors. The challenges at Babylon are many, but the development of a sustainable vision for managing the site looms large. The Governorate of Babil, as well as local entrepreneurs, considers the site to be a tool for economic development. The US Department of State, the primary project funder, recognizes the archaeological and historical value of the site, but also sees the conservation and long-term protection of the site as essential to the economic and social recovery of the province and Iraq as a whole. The Iraq SBAH, the national agency governing the site, understands the push for opening the site for visitors, yet is protective of its fragile archaeological material and research potential. Working with Iraqi stakeholders to find the balance between discovering and maintaining the past, healing and cohesion within a post-occupation society and providing economic development via cultural tourism and other lucrative mediums is a challenge and presents an interesting case study pertaining to cultural heritage management.

### **Sadi Petrela**

#### *Social innovation in Gjirokastra: a model for future development.*

Gjirokastra is a UNESCO World Heritage Town in Albania. The town's most interesting features are the Castle and the some 600 monumental houses which create an astonishing ensemble of vernacular architecture. Due to poverty and unemployment the town's population is migrating and many of the monumental houses are abandoned. GCDO (Gjirokastra Conservation and Development Organization) is trying to find a mechanism by which not only the houses are restored, but they are transformed into projects which create employment, offer tourist attractions, reestablish the bond between the house owners and serve as an asset for the future. GCDO's mission is to preserve, promote and revitalize the cultural heritage of Gjirokastra for the sustainable development of the World Heritage Town of Gjirokastra and the wider region. The GCDO mechanism is based on the belief that heritage has to be a *means of development* for its local community and not just an "object" of pride. As a consequence, the focus of its work should be revitalization of built heritage not just conservation or restoration.

### **David Pollon**

#### *The challenges of valuing cultural heritage*

Cultural heritage presents a unique challenge for economic valuation. The economic benefits provided by historic monuments, for example, may be directly measurable in financial terms, such as revenue from admission prices. This is an incomplete measure, though, since even those who do not visit a specific site may value it highly both for its mere existence, and for its value to future generations. It is important that valuation is accurate to ensure that public and private resources are allocated fairly, and that measures of sustainability are applied correctly. This paper will look at the most commonly used methods of capturing the true value of cultural heritage. It will examine the pros and cons of the various techniques and show specific cases where they have been used.

### **Alberto Prieto.**

#### *Podcasting culture: the role of video in heritage preservation*

Podcasting represents a largely *untapped* resource for documenting and promoting cultural heritage preservation of archaeological sites and fieldwork. In contrast, video use on the internet, including mobile device use, is exploding to meet the demands of the consumer, as mobile network connections rapidly increase. Furthermore, the growing popularity of historical documentation of the past on History Channel, Discovery, and National Geographic shows strongly indicate that video has a natural and logical place in archaeological documentation to engage and involve the public to learn about the past. Professionals in the field - field archaeologists, conservators, administrators, educators, etc. - should begin to make a more effort to make video documentation an integral part of every archaeological project for a number of reasons. These include low production cost, video documentation as a compliment to photographic documentation, and video's role as catalyst to create and foster public awareness of funding and conservation issues. To illustrate these points, the we will show video podcasting examples in which the American Institute for Roman Culture engages NGOs, the Italian Ministry of Culture, and American universities to create a synergy of participation that serves to enhance, document, and explain aspects of heritage preservation.

### **Valentina Puglisi**

#### *Herculaneum ten years on: making an archaeological site sustainable*

The Herculaneum Conservation Project (HCP) recently celebrated 10 years of activity, a significant milestone for this unprecedented public-private collaboration which, thanks to its long-term commitment, has managed to slow down and drastically reduce the serious decay in which the archaeological site of Herculaneum found itself at the end of the twentieth century. HCP is a partnership between the Packard Humanities Institute (a philanthropic foundation), the Soprintendenza Speciale per i Beni Archeologici di Napoli e Pompei (the local heritage authority) and the British School at Rome (a research institute) for the conservation and enhancement of Herculaneum. Many of the lessons learnt over the last ten years by the team of (predominantly Italian) specialists working closely with staff of the heritage authority are potentially applicable to other archaeological sites: stabilising a site at risk, improving site access, water management, maximising limited resources, working with previous restorations, re-launching a systematic approach to programmed maintenance after nearly fifty years. These are just some of the issues being dealt with in order to ensure Herculaneum's long-term sustainability.

### **Simone Quilici**

#### *Cultural routes: the Via Francigena case study.*

European Cultural routes, being both linear landmarks and cross sections in the European landscape, give tangible form to a European cultural identity. Implementing cultural routes as physical and cultural networks means developing a sustainable tourist offer. By strengthening this network pressure can be released from major cultural tourism attractions thus allowing cultural tourism to expand in minor heritage sites revitalizing them and contributing to the economic well-being of regions. Cultural Routes are therefore potential tools for promoting sustainable and quality tourism in Europe, strengthening European identity, disseminating the richness of European cultures and fostering the intercultural dialogue and mutual understanding. Cultural Routes now carry out hundreds of cultural events, educational exchanges and tours each year, involving hundreds of thousands of people, hundreds of organizations and local communities. The "Via Francigena" or via "francesca" (road coming from France) is one of the oldest of the pilgrimage routes that reached Rome from Europe (crossing France, Italy, Switzerland and the United Kingdom). Its route is more of a 'cultural site' than just a historic road: a number of paths through which can be retraced the political and historical influences, exchanges and developments which have shaped European cultures. According to these remarkable credentials the Via Francigena has been declared "Great Cultural Route" by the European Council, together with the "Camino di Santiago".

### **Tom Rankin**

#### *A project for the environmentally and culturally sustainable recovery of an earthquake-damaged medieval village: Castelvecchio Calvisio (AQ)*

The village of Castelvecchio Calvisio (AQ), embraced by an oval-shaped circuit of walls and towers, is characterized by a regular orthogonal street system, rare if not unique amongst medieval city patterns. Since 2008 the town has been the subject of academic visits and workshops of American university programs as part of the Borgo Abruzzo Project. The project is committed to helping revitalize the historical town of Castelvecchio Calvisio (AQ) and its surrounding region, marred by abandonment and further crippled by the 2009 earthquake, by planning and implementing culturally, economically and environmentally sustainable solutions to the town's decline and decay, melding local values and traditions with new economic models and cutting-edge strategies for enhancing, promoting and disseminating knowledge of the area. Essential to the vision is the establishment of an Urban and Environmental Studies Center in restored structures in the village, hosting a wide range of interdisciplinary activities, courses, seminars, and special events. The Studies Center would serve as a resource for local community, meeting hall, library, media center, tool bank, repository of local knowledge, etc. It is envisioned that due to its remote, unspoiled qualities the town and region would attract artists, writers, thinkers for retreats and contemplative projects. The attention brought to the area, its architectural restoration and grassroots efforts (with the help of micro-financing, financial advice by experts, innovative green economic investments) will relaunch the local economy, allowing a rich offering of local establishments to thrive.

### **Andrew Richardson**

#### *Policing the past, protecting the future: tackling crime & anti-social behaviour in the historic environment*

This paper will examine the development and implementation of the Heritage Crime Initiative through the use of case studies and will discuss the ethical issues that confront conservators and law enforcement organisations. Acknowledging the threat and the aspiration to hand over our historic sites to the next generation in as-good or better condition (the definition of sustainability) Parliament has provided specific offences in law to protect them against damage and unlicensed alteration. The task given to the authorities by Parliament is clear. But in reality the split of responsibility between local authorities, the police and English Heritage, the relative rarity of incidents and the lack of expertise and understanding of the nature of the harm has, in English Heritage's opinion at least, meant that task has not been fulfilled as well it might. In response to the perceived need for a more coordinated approach, English Heritage, the Government's advisor on the historic environment, and the Association of Chief Police Officers (ACPO) seconded Chief Inspector Mark Harrison (Kent Police) to act as policing advisor and to develop the Heritage Crime Initiative. The key objectives will be to develop a sustainable and coordinated approach to crime reduction amongst the statutory agencies and stakeholders. The system has to recognise the limited and shrinking resources available, but also to embrace the great enthusiasm and mass appeal of England's historic environment. The initiative will seek to raise awareness of the existence and significance of heritage assets at a national, regional and local level and to provide agencies, stakeholders and local communities. The paper will conclude with an analysis of the future trends in criminal behaviour will threaten heritage assets and the wider historic environment.

### **Simona Rinaldi**

*Contemporary art in transit: a research project on sustainable exhibitions.*

Fast deterioration of contemporary art is becoming a worrisome phenomenon whose causes are very often unknown because there is no chemical-physical identification of artists' materials and their reaction to the exhibition's environment. Moreover, contemporary artworks are frequently under continuous exposure in temporary exhibition areas with different and not ideal environmental conditions with respect to temperature, humidity, illumination and smog, which all contribute to increased degradation. In addition, the packaging and transportation from one exhibition site to the next in not always optimal circumstances creates extra stress on the artwork and accelerates the degradation. Scientific analyses are adopted in conservation of artworks, but often they are first carried out when some deterioration has already occurred. More than 100 years of Italian tradition in cultural heritage conservation makes it clear that not only conservation interventions after deterioration are needed but it is also necessary to plan preventive actions where future deterioration can be foreseen. The aim of this Research Project (involving several researchers in the University of Parma, Torino and Viterbo, the CNR-INO in Florence and the National Gallery of Modern and Contemporary Art in Rome) is to predict and anticipate the mechanisms that will result in deterioration of artworks, through the definition of a protocol for planned analysis including scientific research and experience from years of conservation.

### **Nelly Robles Garcia**

*Sustaining heritage, sustaining communities: a cautionary tale from Oaxaca, Mexico.*

Professionals in cultural heritage management like to believe it serves multiple stakeholders: those who value what we can learn from the past, those who seek to educate the future, those who seek to nurture communities, those who have a specific concern such as aesthetics or economic benefits, and others. "Sustainability" is a term with a very positive loading, communicating an awareness of trans-generational responsibilities. Presumably linking sustainability with heritage management therefore offers an array of opportunities favoring heritage resources and the multiple constituencies interested in them. Yet experience in the field tells a different tale. Heritage managers constantly feel on the defensive, struggling to protect heritage values from abuse, intrusion, or destruction. Other stakeholders may treat heritage protection as restrictive or a threat to values such as providing for families or sustaining communities. Heritage managers lament the lack of tools and resources to meet their obligations, other stakeholders resent heavy-handed approaches that seem to value an abstraction over their tangible and more immediate priorities. The notion of shared interests gives way to competition and conflict. This paper draws on extensive experience and research at two World Heritage Sites in Oaxaca, Mexico, to explain why the theory of cultural heritage management does not square with what we find in the field. And it seeks to explain why community stakeholders, especially those with material interests such as land ownership or natural resource exploitation on community lands, resist the World Heritage designation

valued by many heritage professionals. We examine two decades of conflict between the protective zone around the monumental architecture at Monte Alban and neighboring communities, giving particular attention to the ways in which recurring frictions over land use contribute to an official narrative casting communities as “invaders” of heritage space although the space in question belonged to communities long before archaeological exploration, much less World Heritage designation. Then we shift to the recently-designated World Heritage Site of the Mitla/Yagul cave system, asking whether the two decades of experience at Monte Alban has influenced site/community management planning and organization for the new site fifty kilometers away. Do we learn from experience or merely repeat it?

### **Elenita Roshi**

*Social innovation in Gjirokastra: a model for future development.*

Gjirokastra is a UNESCO World Heritage Town in Albania. The town’s most interesting features are the Castle and the some 600 monumental houses which create an astonishing ensemble of vernacular architecture. Due to poverty and unemployment the town’s population is migrating and many of the monumental houses are abandoned. GCDO (Gjirokastra Conservation and Development Organization) is trying to find a mechanism by which not only the houses are restored, but they are transformed into projects which create employment, offer tourist attractions, reestablish the bond between the house owners and serve as an asset for the future. GCDO’s mission is to preserve, promote and revitalize the cultural heritage of Gjirokastra for the sustainable development of the World Heritage Town of Gjirokastra and the wider region. The GCDO mechanism is based on the belief that heritage has to be a *means of development* for its local community and not just an “object” of pride. As a consequence, the focus of its work should be revitalization of built heritage not just conservation or restoration.

### **Laurie Rush**

*Protecting the past to secure the future; military education for cultural property protection.*

All too often, through ignorance, loss, theft, and deliberate destruction, generations of the present, fail to preserve, protect, and hand on the physical expressions of culture to the generations of the future. Driven by the belief that preservation of cultural property can provide shared goals and an opportunity for cross cultural and trans-national dialogue, a small group of archaeologists and museum professionals have begun to work together at the international level to develop teaching materials specifically designed to teach respect for cultural materials to members of military forces. Like it or not, members of fighting forces are often the very people humanity must rely on to save sacred places, historic structures, collections of cultural property like museums and libraries, and even archaeological sites from the ravages of disaster both natural and man-made. From heritage mapping, to archaeology awareness playing cards, to video games; this paper will describe teaching methods, preservation accomplishments in conflict and disaster areas, plans for future effort

and international cooperation, and the potential implications of these efforts for peace keeping, peace-making, and conflict resolution.

### **Mokhtar Saidin**

#### *Documenting the archaeological heritage in Lenggong Valley, Malaysia: a pilot project*

With increasing global concern for the preservation and conservation of archaeological heritage, a thorough documentation of the archaeological assets is conceived as an essential key in managing and sustaining the archaeological heritage into future. In Lenggong Valley, intensive archaeological researches have been conducted since 1987 and the record shows that this valley has a long history of prehistoric human occupations, extended from about 1.83 million to 2,000 years ago. In attempt to protect and preserve the archaeological heritage of this valley, comprehensive site inventory and documentation have been undertaken in some archaeological sites at regular intervals. This paper, in general, presents the result of the latest archaeological site inventory and community research conducted in the proximity of three prehistoric cave sites, namely Gua Gunung Runtuh, Gua Kajang and Gua Harimau. This inventory and community research aims to establish a database which allows the identification of heritage management priorities of aforementioned sites in the future. Discussion will first draw attention to the methodologies and approaches applied in this inventory and further underpin the challenges faced by archaeologists and relevant stakeholders in documenting the archaeological heritage in the Lenggong Valley.

### **Friedrich Schipper**

#### *Implementing the 1954 Hague Convention for the Protection of Cultural Property in the Event of Armed Conflict and Its 1954 and 1999 Protocols in the Armed Forces: some observations from an academic and NGO perspective*

The 1954 Hague Convention for the Protection of Cultural Property in the Event of Armed Conflict may be viewed as one of the more successful UNESCO conventions at least as far as the mere number of ratifications/signatures is concerned and also its 1954 and 1999 Protocols – in the beginning less successful – receive increasing attention by national governments. Even though the regular armed forces of many member states have applied procedures to meet the principles and standards of the Convention and its Protocols it can be observed that hardly any member state has complied with the Convention and its Protocols to their real intention and full extend. The Federal Republic of Austria is – to my best knowledge – the first and only country in the world that has issued military Guidelines for Cultural Property Protection (in 2009) that in particular refer to the 1999 Second Protocol and therefore implemented the regulations of the 1954 Hague Convention and both of its Protocols in the Armed Forces at best practise. Furthermore, the Austrian Armed Forces have a long standing tradition of civil-military cooperation in cultural property protection, partly based on the crucial importance of the militia (or reserve) system for military cultural property protection. This cooperation also includes the non-governmental sector, which serves as partner in the development of instruments as well the organization of trainings and events, although keeping its independent position as a critic of governmental (incl. military) policies. This

paper strives to review the more important phases of this genuine Austrian history of success in civil-military cooperation in cultural property protection up to present day and evaluates the new military Guidelines for Cultural Property Protection from an academic and NGO perspective.

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### **Raffaella Sini**

*Cultural routes: the Via Francigena case study.*

European Cultural routes, being both linear landmarks and cross sections in the European landscape, give tangible form to a European cultural identity. Implementing cultural routes as physical and cultural networks means developing a sustainable tourist offer. By strengthening this network pressure can be released from major cultural tourism attractions thus allowing cultural tourism to expand in minor heritage sites revitalizing them and contributing to the economic well-being of regions. Cultural Routes are therefore potential tools for promoting sustainable and quality tourism in Europe, strengthening European identity, disseminating the richness of European cultures and fostering the intercultural dialogue and mutual understanding. Cultural Routes now carry out hundreds of cultural events, educational exchanges and tours each year, involving hundreds of thousands of people, hundreds of

organizations and local communities. The "Via Francigena" or via "francesca" (road coming from France) is one of the oldest of the pilgrimage routes that reached Rome from Europe (crossing France, Italy, Switzerland and the United Kingdom). Its route is more of a 'cultural site' than just a historic road: a number of paths through which can be retraced the political and historical influences, exchanges and developments which have shaped European cultures. According to these remarkable credentials the Via Francigena has been declared "Great Cultural Route" by the European Council, together with the "Camino di Santiago".

### **Jessica Stewart**

*Vatican, Louvre, Topkapi... Oh My. Sustainable practices for touring cultural capitals.*

This paper will look at the sustainable strategies that travel companies may employ for visiting major urban destinations worldwide. Methods for mitigating impacts on major monuments and strategies for tourism dispersal in urban areas will be discussed, as well as non-quantitative impacts on cultural character and sense of place.

### **Jonathan Sweet**

*The Lampang Temples Project and Cross-Cultural Pedagogy*

This paper will discuss a project called the The Lampang Temples Project. This was a pilot programme within the UNESCO Museums Capacity Building Programme, a broader initiative in which Deakin University has provided specialist advice to identify a range of needs and priorities for heritage organisations in the Asia-Pacific region. This pilot took the form of a specialist workshop designed for Buddhist monks, to help them to develop sustainable heritage management practices, and it was held in a temple in Lampang, Northern Thailand. Partners included the Fine Arts Department, Chiang Mai University, UNESCO Bangkok and community stakeholders. This case study reveals the complexities and benefits of working collaboratively to enhance the preservation and interpretation of a range of heritage material in this challenging context. It draws upon research that was conducted during the programme into cross-cultural methods of enhancing heritage preservation in the region. The Lampang Temples Project demonstrates the capacity of heritage work to both promote the preservation of cultural material and the value of conducting local training in relevant environments so that communities can reconnect and engage with their heritage collections. It also provides a collaborative model for the development of mutual understanding through heritage and museology in the Asia-Pacific region.

### **Luciana Tozzi**

*Contemporary art in transit: a research project on sustainable exhibitions.*

Fast deterioration of contemporary art is becoming a worrisome phenomenon whose causes are very often unknown because there is no chemical-physical identification of artists' materials and their reaction to the exhibition's environment. Moreover, contemporary artworks are frequently under continuous exposure in temporary exhibition areas with different and not ideal environmental conditions with respect to temperature, humidity, illumination and smog, which all contribute to increased degradation. In addition, the packaging and transportation from one exhibition site to the next is not always optimal

circumstances creates extra stress on the artwork and accelerates the degradation. Scientific analyses are adopted in conservation of artworks, but often they are first carried out when some deterioration has already occurred. More than 100 years of Italian tradition in cultural heritage conservation makes it clear that not only conservation interventions after deterioration are needed but it is also necessary to plan preventive actions where future deterioration can be foreseen. The aim of this Research Project (involving several researchers in the University of Parma, Torino and Viterbo, the CNR-INO in Florence and the National Gallery of Modern and Contemporary Art in Rome) is to predict and anticipate the mechanisms that will result in deterioration of artworks, through the definition of a protocol for planned analysis including scientific research and experience from years of conservation.

### **Michele Trimarchi**

*Sustainability of cultural heritage: features, measures, and strategies.*

Cultural Heritage is quite often managed by central or local governments, since its property is public or it is subject to rules and constraints introduced in view of public interest. Its massive exploitation, generated by both internal and international tourism is normally the source of rising costs and of risks related to its physical preservation. Recent debate has focused upon the opportunities given by the economic impact of cultural heritage, arguing that income, value added and employment can rise due to a range of effects generated by visitors inclined to spend on hotels, restaurants, transportation and other tourist facilities and services. Although widely diffused, the impact approach often leads to simplification and overestimation of its dimensions, ignoring the radical transformation of culture in the emerging society. In such a respect the issues related to sustainability must be interpreted in the light of a complex cultural eco-system, including not only material and financial aspects, but mainly dealing with the crucial issue of cognitive sustainability. The paper develops two grids aimed at measuring sustainability in connection to the degree of institutional effectiveness and of managerial consistency, so that the present situation of cultural heritage and the desired moves towards a higher degree of sustainability can prove feasible.

### **Linda Tuttiett**

*Hadrian's Wall World Heritage Site – a case study in stimulating economic development.*

UNESCO World Heritage Site status offers destinations the chance to develop a global identity and brand underpinned by authentic and distinctive values. International research has shown that World Heritage Sites can attract more international visitors, and more culturally motivated visitors. Sites need clear and effective strategies, coordinated fundraising and investment and powerful champions. Hadrian's Wall is the largest and most complex UK World Heritage Site, extending over 150 miles from South Shields at the mouth of the Tyne to Ravenglass on the Cumbrian coast. The issues and potential benefits of the Hadrian's Wall WHS directly impact on one million people who live in rural and urban communities along its length. Hadrian's Wall Heritage was created in response to the Major Study to provide a strong, co-ordinating and championing voice for Hadrian's Wall. HWHL involvement has been key in realising an £880 million annual injection to the visitor economy from 3.5 million

staying visitors that account for over 15 million bednights - a growth of 17% in two years. HWHL has facilitated a £26 million programme of investment to improve visitor facilities, delivery of world class events such as Illuminating Hadrian's Wall and media coverage worth £2.5 million. A recent economic impact assessment by Genecon estimates that continued operation by HWH has the potential to generate an additional £46 million per year to the regional economy by 2015 and to deliver an additional 6,781 jobs by 2029.

### **Tatiana Vakhitova**

*Enhancing performance of built cultural heritage in social and environmental impact assessment tools: case studies World Heritage sites in the UK.*

This paper presents recommendations for environmental and social impact assessment practices in culturally significant urban areas. Specifically, it will provide recommendations on Outstanding Universal Value impact assessment and how to better address heritage category in the framework of Environmental Impact Assessment/Strategic Environmental Assessment with the focus on the Western European context. The main research methodology is based on case studies from the UK's World Heritage sites with officially identified Outstanding Universal Value. In addition a survey of heritage impact assessment practices in urban planning process will be conducted. The research outcomes should support impact assessment practitioners and decision-makers to better capture the values of built heritage and construct an impact assessment process to address its complexity.

### **Pepa Villalba**

*ArqueotuR: an international network devoted to the promotion of archaeological tourism and local development*

ArqueotuR -Archaeological Tourism Network- is a worldwide international project born in 2007 and led by academics and professionals from the archaeology and tourism sectors. It is co-ordinated by the University of Barcelona and Ibertur Network, and comprises a series of public and private institutions working together for the development and promotion of sustainable archaeological tourism. ArqueotuR's main public interface, its web portal <http://www.arqueotur.org> (Yahoo! Award-winning Spanish website in 2007), provides detailed and geo-referenced information about archaeological sites, museums, interpretation centres, events and festivals, as well as other initiatives by public and private stakeholders related to archaeological heritage. The information collected and supplied through the website intends to facilitate the user to design the whole journey, linking heritage and cultural resources with tourism services available in the area, such as guided visits, accommodation and food, local craft workshops, specialist bookshops, etc. Beyond well-known World Heritage Sites, the project also works towards the consolidation of those tourism products that include less popular sites and regions, encouraging the creation of thematic routes that strengthen inter-regional and international relations and the local third sector. ArqueotuR has collaborated with public bodies such as the Spanish Agency for International Development Cooperation (AECID) in the promotion of archaeological tourism in Latin America, the Maghreb and sub-Saharan Africa through the creation of specific products like the Cave Art

Route and the Central-American Colonial Route. At the time of writing, ArqueotuR is implementing its strategy to expand the project to non-Spanish speaking countries. This paper is intended to expose the project's model, state of the art, and forthcoming actions.

### **James Walston**

*Ubiquitous Illyrians – elastic identity in the Balkans.*

This paper uses the “Illyrian concept” and the supposedly related archeological elements of cultural heritage in the construction of national and transnational identities in the Balkans. We will concentrate on the Albanian example but will also make reference to the Slav use of “Illyria” and the Slav and Greek use of archeological cultural heritage as part of the process of reinforcing national identity. The paper will argue that the use of cultural heritage creates elastic identities which often go beyond the evidence contained in the archeological heritage itself. Cultural heritage is not only abused and misused in the popularisation of national identity which is common enough, but also by the scientific community.

### **Stephanie Wynne-Jones**

*Research, conservation and community archaeology at Songo Mnara, Tanzania*

During fieldwork at Songo Mnara, a UNESCO World Heritage site on the southern Tanzanian coast, a storm caused the collapse of the graveyard's retaining wall. We quickly became involved in negotiations between UNESCO, local antiquities representatives, and the local residents in order to protect and conserve the graveyard. This paper relates the process through which that wall was rebuilt. We worked with the local community in a collaboration which drew on the expertise of both parties. It became clear that community engagement is more than just good practice, instead being vital to the conservation of the archaeological remains and hence the conduct of our research. The case of Songo Mnara is an interesting example of how international heritage agendas, local historical memory and archaeological research can intersect to strengthen community ties to, and investment in, the monuments of the past. A ‘Ruins Committee’ had been set up independently by the villagers at the start of UNESCO's involvement, in 2004. This committee's motivation was to provide a voice to speak to external stakeholders, and to access perceived opportunities to work with UNESCO for financial reward. These concerns resonated through the collaboration we undertook in 2009. It has also laid the groundwork for an ongoing attempt to create a sustainable network for conservation and research at the site, which must necessarily be based on a firm collaboration with the local residents.