

Archaeology and Tourism

Session organisers:

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Abstract:

The two fields of archaeological heritage and tourism are not as far apart as they may seem and are in fact growing even closer as more sites are being developed for tourism. Archaeological sites are often major tourist attractions. They are also part of the history and heritage of a particular region and can have great value on a national or even international level. There is an area of great opportunity in the cooperation between cultural managers and tourism experts but these efforts must be considered carefully and care must be taken to maintain the integrity of archaeological research and archaeological sites. In this session we will examine how archaeologists and tourism experts can work together and determine where the opportunities and challenges lie within this cooperative effort. We will explore the possibilities and best practices of presenting archaeological research and communicating the importance of archaeological heritage to an interested public. We would also like to explore how archaeologists can work with tourism experts to create public awareness and make the development of archaeological sites profitable in a sustainable way.