

ABSTRACT BOOK

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Findings about the acoustics of the site are used to explore the profound effects that the sound of Stonehenge would have had on those present in the space, and to help us to understand the culture of prehistoric Britain. In doing so it proposes a methodology for the acoustic study of archaeological sites, and illustrates the kind of information that can be gained from this form of study. It points out and challenges the assumption that looking, reading and writing are the centre of archaeology, and suggests that listening may offer new insights to even the most well-known of sites.

Discussant

Lesley MacFadyen (Universidade do Porto, Lesley.macfadyen@mac.com)

The ethics of heritage tourism, archaeology and identity

Organised by: Margarita Díaz-Andreu and Cesar Villalobos (Durham University and CECH) and Nuria Sanz (World Heritage Centre of UNESCO (contact cesar.villalobos@durham.ac.uk)

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Session abstract:

In the last few decades, heritage tourism has experienced an exponential growth that has not been devoid of tensions. On the one hand, tourism brings a sense of pride and an important source of economic income for local communities. On the other, however, it represents a threat to archaeological sites and is seen by some as an instrument of neo-colonialism.

This session aims to discuss the wide range of theoretical issues relating to heritage tourism, archaeology and identity. These include the changing role of archaeology in heritage tourism; the creation of memory through visits to archaeological monuments and museums; and ethical issues in archaeologists' role in heritage industry. Other issues that speakers may want to incorporate into the discussion are the tensions in ownership and stewardship of archaeological heritage; the role of archaeological tourism in the construction of identity; the commoditization of archaeological sites and museums; the role of conservation, authenticity and representation in the face of mass tourism; and the potential of heritage tourism as an institutionalized state activity to promote national identity. In addition, speakers may want to examine the potential of heritage tourism to empower regional and local identities and appraise the impact of colonialism and decolonisation on the formation of a historical discourse that includes archaeological information.

Although the core papers will deal with Latin American heritage tourism, contributions on other parts of the world are also included.

What if Atlantis? – Archaeology, tourism and underwater discourses
Bruno Sanches Ranzani da Silva (Federal University of Minas Gerais/Brazil, brunorzn@gmail.com)

By the 1960's, SCUBA diving had gained space in academic archaeology, and researchers started to explore the possibilities of underwater sites: from sunken ships to submerged cities and settlements. Nonetheless, as any other field of archaeological practice, underwater archaeologists were not alone in their appreciation of human ruins in the deep blue. In Brazil, the relationship between academic and lay public concerning the underwater national heritage is still a problematic issue. Our legislation has so far proved insufficient to deal with the multitude of interests related to our underwater sites. Tourism may present itself, then, as an alternative possibility for the coordination of interest groups with the aim of developing protection, entertainment and local memory. Nevertheless, many projects still conceive archaeological tourism as an activity essentially related to economic development. I aim to analyze research undertaken on underwater archaeological tourism, focussing above all on the socio-cultural impact it may have on local communities or diverse groups strongly bound to a submerged site. We hope to present a critical perspective of the possibilities for interrelation provided by underwater tourism, and their applicability in the Brazilian case.

Discourses of identity and tourism in the Greater Blue Mountains, Australia
Herdis Hølleland (Oppland County Council, herdis.holleland@gmail.com)

Cultural tourism is a growing business, representing, according to the World Tourism Organization, a component in almost 40% of all international trips undertaken. Such tourism has become a vibrant factor at World Heritage Sites around the world. This paper will discuss the impact on tourism strategies in an area already heavily visited by tourists - the Greater Blue Mountains World Heritage Area, New South Wales, Australia. The site was placed on UNESCO's World Heritage List in 2000 for its universal natural beauty. It was, however, also nominated for its cultural distinctiveness. Here I shall discuss how cultural and in particular indigenous tourism is being used as a means to achieve a combined status, and how this process affects local identity discourses.

***Archaeological Tourism' as a means of cultural and territorial development:
The case of Syria***

Laurence Gillot (University of Brussels, Belgium, Laurence.Gillot@ulb.ac.be)

Since the 1990s, the opening up of Syria to international tourism has gone side by side with new policies aimed at presenting and developing some important archaeological sites in co-operation with foreign archaeological missions. The purpose of these measures is to use archaeology and tourism as drivers of Syria's territorial development and attractiveness, as means of promoting a national identity rooted in the ancient (pre-islamic) past, as well as an incentive to the dialogue with the West.

This paper sets out to analyse the role of archaeology and of archaeologists in the process of valuation and development of archaeological resources and their contribution to the cultural and socio-economic development of Syria from the second half of the 20th century. The paper discusses the 'multifunctionality' and 'sociology' of archaeological sites as well as the conflicts arising between the different stakeholders (archaeologists, tourists and local populations). In particular, it considers the ways archaeology and heritage tourism – considered by many authors as "colonialist" – are perceived by the local populations and the role that they are playing in these activities.

Moreover, the paper suggests that the heritage and touristic development of archaeological sites has multi-faceted effects on the local environment. In some respects, these effects are positive (cultural development, social cohesion, jobs linked to the