UNIT 2   APPLIED ASPECTS

Contents

Learning Objectives

Once you have studied this unit, you should be able to

➢ define the nature of "Applied Archaeology";

➢ demonstrate the relationship between "archaeological record" and "cultural heritage";

➢ interpret the role of institutions in heritage studies; and

➢ analyse the idea of "Archaeological Tourism".

2.1   INTRODUCTION

In this unit we will discuss about the usage of "archaeological record "by human societies and individuals. The usage of "archaeological record'/knowledge of ancient materials and applying the same to interpret archaeology of a society is a complex process and is completely dependent on time, place and population associated with it. Archaeological records are basically composed of material objects which cannot speak for themselves. Meanings of these objects are assigned to them by individuals or societies and such meanings ultimately influence all other following actions such as applications of archaeological knowledge in different contexts of modern human life. Thus, the interpretation of archaeological record occupies the central place in all archaeological studies.

To comprehend the process mentioned above, we have to understand the roles played by explanatory or interpretative methods in defining archaeological record. Archaeological records were created by people in the past and the knowledge gathered from it, is intended for the public of the present and future generations.

Archaeological knowledge is mainly governed by three basic questions (Gamble 2002:73):

- Who do we want to know?

- What can we know? and

- How do we know?

Is it the individual or the group? Is it possible to reach individuals of past societies through archaeological record? Is Archaeology only capable of acquiring fragmentary knowledge on group behaviours? Is there a pattern in all human activities which can be explained if you follow a distinct method of investigation? This dilemma is faced by all researchers and archaeological site managers. One of the best examples in this context is the problem of interpreting archaeological records at Stonehenge (United Kingdom) (see Box 1) to the public and academicians.

Box 1: Stonehenge, United Kingdom

Stonehenge is one of the best known prehistoric monuments of England, located in the English county of Wiltshire. The site has huge stones standing freely in space, arranged in an unfinished double circle and contains a large number of Neolithic as well as Bronze Age burials. Archaeologists believe that these stones were assembled in the third millennium BC but their exact purpose is still unknown to us. There are many hypotheses regarding their usage, ranging from astronomical calculations to druidic practices. These kinds of situations create great difficulties and at the same time give liberties to the site managers in interpreting, conserving and preserving the site. (Source: http://www.english-heritage.org.uk/daysout/ properties/stonehenge/history; as accessed on 27.11.2010)

Gathered archaeological knowledge about Stonehenge is mainly about group activities where the role of individuals has been lost in the mist of unknown past. But there are other instances where information on individual choices have also been acquired from archaeological records such as individual taste in arrangement of furniture in a room or preference of a certain material over another etc. Each material object contains some intrinsic as well as extrinsic meanings. The importance given to one sort of meaning over another depends on the choice of the researcher and often influenced by intended audience. Therefore, the meaning of archaeological record does not remain static and this has been reflected in all areas of "Applied Archaeology".

2.2 APPLIED ARCHAEOLOGY

The field of "Applied Archaeology" denotes the usage of archaeological record or knowledge for the benefit of public. Archaeology's role as a contributing discipline to the body of human knowledge is probably the most significant aspect of its applicability. Apart from this basic usage, which is common for all knowledge-building systems, the field of "Applied Archaeology" has been developed as an emerging discipline with a lot of financial implications. Archaeological knowledge has been utilised in the field of landscape studies, industrial studies (Industrial Archaeology), community and public studies including museum studies (Public Archaeology and Museology), in the field of

built environment, planning and development studies, entertainment industry and last but not the least in tourism and other associated disciplines. All these aspects are subject matters of Applied Archaeology.

Archaeology acts as the key resource in understanding the development of human settlement patterns over the ages, environmental impact on these patterns and subsequent changes. Landscape has been viewed as a basic economic resource and the utilisation processes of this resource can be benefited from ancient wisdoms. Ancient land-use system and efficient use of natural resources are key areas which have been emphasised by archaeologists and planners alike. One of the finest examples of archaeological knowledge on efficient usage of natural resources can be seen at the Harrappan city of Dholavira (see Box 2).

Box 2: Dholavira, India

The city of Dholavira is spread over an area of 100 hectares with huge remains of fortified settlements, townships for lower and middle economic groups and an advance system of water management. Kutch area of modern Gujarat is known for the scarcity of water where Dholavira is located. The city existed for nearly one thousand and five hundred years in an environment which was not much different from present times and successfully carried out trade and other activities over a vast area of land mass. The water management system (with at least six reservoirs) of Dholavira may act as a knowledge base for developers and planners in Kutch (Source: http://asi.nic.in/asi_exca_2007_dholavira.asp ; as accessed on 27.11.2010)

Planners have thought about similar use of archaeological knowledge of raised field system – found in the Titicaca Basin of Peru and Bolivia, which was earlier known as a mere waste land.

Industrial Archaeology is another sub-discipline of Applied Archaeology, developed in the 1950s in Britain. The aim of this branch is to study the remains of industrialisation which requires development of new techniques – besides those old ones - used in other branches of Archaeology. This branch has provided important inputs on the impact of industrialisation over landscape and human beings. Stephen Hughes of the Royal Commission on Ancient and Historical Monuments (UK) has shown the relationship between transport and power systems to mines, quarries and iron work (Shaw and Jameson 1999: 306). The centre for Applied Archaeology, University of Salford, considers Industrial Archaeology and built environment studies as integral parts of Applied Archaeology (http://www.sobe.salford.ac.uk).William Rathje's Garbage Project, set up in Tucson, Arizona, United States, is one important experiment in this subject where archaeological methods were used to understand the pattern of consumption of modern urban population (Renfrew and Bahn 1996:13). The knowledge gathered from these kinds of experiments can easily be utilised by business houses for developing marketing strategies, advertisement campaigns etc.

Community and public studies as well as Museology are other fields where archaeological records or knowledge are often used. Involvement of communities in archaeological work or conservation/preservation of heritage or working towards the dissemination of archaeological knowledge among general public – has been developed as a separate branch of Archaeology i.e. Public Archaeology.

It involves working in public interest to conserve artifacts, sites, built environment, enforcement of heritage legislation, managing museum collections, presentation of the past to the public and assessing as well as reducing the impact of building and construction projects on archaeological remains (Renfrew and Bahn 2005:219).

Museums are no longer considered as simple storage of archaeological records. Museum collections are increasingly targeting educated and uneducated public alike for dissemination of knowledge as well as providing entertaining experiences. Displays are not restricted to the artifacts or ecofacts only but extended to the presentation of archaeological sites as museums where artifacts can be viewed "in action". *Indira Gandhi Rastriya Manav Sangrahalaya,* Bhopal is such a museum, known for its innovative display techniques and efforts towards wholesome visitor experiences.

Archaeological knowledge is often used in fictions, movies and TV serials. The realm of the past always creates huge public interest that has been aptly utilised by authors, actors or film makers. *Indiana Jones Franchise* is a famous example of such usage where the discipline of Archaeology takes the center-stage in a series of movies (see www.indianajones.com). There is a whole genre of computer games, based on Archaeology such as "Lara Croft Tomb Raider" or "Diving me Crazy" – highly popular among the public. There is a danger in such usages as complete imaginations may take over the place of archaeological facts and chances of misrepresentation of archaeological knowledge increase thereof.

Public Archaeology often adds elements of ethics in areas of planning and development. The direct outcome of such ethical perspectives is the "conservation movement". The past has been considered as a limited resource which should be preserved for posterity. Therefore, all development activities should take cognizance of archaeological heritage at its planning stage. It has become mandatory in many countries to get archaeological clearance before the start of any development or construction activity. Public agencies or private commercial farms work in tandem with planners in such projects, on the basis of contracts and this arrangement has been termed as "Contract Archaeology". Development studies, is another field which is utilising archaeological record and knowledge in a positive way. It has been recognised now that archaeological remains can attract tourists and investment in large amount. The use of Archaeology in development sector, promotes sustainable growth practices through community participation. Public attachment to these resources has made archaeological tourism a thriving service- sector industry. It is no wonder that the Taj Mahal is one of the top tourist destinations in India which attracts more than 3 million tourists every year.

The current discussion has demonstrated how Applied Archaeology ensures healthy negotiations between academics and lay people in a fruitful manner.

2.3 CULTURAL HERITAGE: VALUES AND IDENTITIES

As we have just discussed, the significance of archaeological record or knowledge lies in its usage by general public. We have already explored different possibilities of using archaeological records and now we know that the key to the success of

conservation and preservation efforts in archaeological heritage lies in informed participation of lay people. If an emotion of belonging develops towards an archaeological heritage, it ensures certain degrees of attachment of the public to that object or site and it also generates awareness about its values. Such emotions of belonging create the ideas of cultural affiliation of a particular object which in turn becomes a valuable treasure for a human group or their culture. These types of cultural treasures are known as "Cultural Heritage" which connects people with their past and provide specific identities to different communities. People now look at Archaeology for finding their cultural roots. Searching for cultural identity has become an extremely relevant quest for post colonial new nation states (such as Zimbabwe).

Not every aspect of heritage is valued and the merit of any aspect of cultural heritage is judged on the basis of contemporary sense of its worthiness and identities it creates. Now "culture" has become a subject of debate rather than a field of consensus. Values added to an archaeological object in most cases (not always) give it a cultural significance. Cultural significance of archaeological heritage can work at different levels such as aesthetic, religious, political, economic etc. The attribution of values to any piece of cultural heritage may be defined in three levels: intrinsic (attached with the place or object – in reality, it is subjective and contextual), institutional (derived from the work of agencies) and instrumental (values measured in terms of economic and social benefits). All these values belong to two types of processes, namely, valuing (appreciating existing value or intrinsic value) and valorizing (giving added values). The entire valuation process of cultural heritage and especially valorizing is guided by power equations. The values assigned to an object by powerful groups (like academics) generally get preference over the values considered important by weaker sections (illiterate population). What should be construed as cultural heritage and what should not, is guided by valorizing processes. These valuation processes are influential in attaching heritage objects to a particular human group which often moulds their concepts of identity. An infamous example of identity crisis as well as valorizing process, associated with cultural heritage, is the destruction of Bamiyan Buddha statues in Afghanistan (see Box 3).

Box 3: Bamiyan Buddha

The Bamiyan valley of Afghanistan, encircled by high mountains of Hindukush range, became a flourishing centre of Buddhism in the 3rd Century BC and continued to remain an important trading station till the 13th Century AD. The area is known for its beautiful sculptures of Gandhara School of Art, monasteries, sanctuaries and fortifications of the Islamic period. The most famous edifices of Bamiyan were two colossal Buddha images, measuring 55 and 37 meters – all carved into a mountain cliff. The Taliban government of Afghanistan shocked the entire world by destroying these statutes in 2001. They declared that the existence of these statutes is sinful as they promote the practice of idolatry - forbidden in Islam. Undoubtedly, these sculptures were created locally and signified a direct cultural link between the ancient Afghan civilization and the modern one. The act shows a certain level of detachment of the contemporary Afghanistan from its own cultural heritage. They lost a link to identify themselves with these sculptures and attached only negative values to them. (Source: http://whc.unesco.org/en/list/208 ; as accessed on 28.11.2010)

The above mentioned incident notifies the value of interpretation in preservation and conservation of cultural heritage. The entire field of conservation and preservation of cultural heritage is known as Cultural Resource Management (CRM) in United States or Archaeological Heritage Management in Europe and elsewhere. "Conservation" has been visualized as processes of "looking after a *place* so as to retain its *cultural significance* " while "Preservation" is defined as a process "for maintaining the *fabric* of a *place* in its existing state and retarding deterioration" (Article 1.4 & 1.6; Burra Charter 1999).

2.4 CONSERVATION AND PRESERVATION OF CULTURAL HERITAGE

Conservation and preservation of heritage objects starts with their identification by stakeholders and subsequent valorizing processes. The philosophy of these actions are guided by conservation ethics and composed of various technical responses for maintaining *status quo* in heritage objects and space. However there is an inherent contradiction in every conservation and preservation effort as all new initiatives in these directions require further interpretations of the heritage values. Therefore conservation scientists try to consider "all aspects of cultural and natural significance without unwarranted emphasis on any one value at the expense of the others" (Article 5; Burra Charter 1999).

Conservation and preservation of cultural heritage give special emphasis to the principles of minimum intervention, reversibility and authenticity. These principles are parts of internationally accepted regulations, laws, charters and recommendations, specially formulated for the preservation and conservation of cultural heritage.

2.5 LAWS, CHARTERS, CONVENTIONS, DECLARATIONS AND RECOMMENDATIONS

The last one hundred and fifty years document is a slow progress of the legislature in cultural heritage preservation. The history of cultural heritage laws, regulations, charters, conventions or recommendations reflect the political as well as economic considerations that prevailed at the time of their compilation. Either these laws have jurisdiction over a certain nation only or they enjoy wide international acceptance.

The word "Conventions" denotes international legal documents that need ratifications by member states of Inter-governmental organisations such as UNESCO or EU etc. Member states generally enact, modify and implement these conventions at their national level. "Charters" are declarations by a group of experts under the sponsorship of international professional organisations such as ICOM (International Council of Museums) or ICOMOS (International Council on Monuments and Sites) and ratified by sponsoring organisations. "Recommendations" and "Declarations" are similar to charters, but do not enjoy similar level of organisational support.

India has one of the earliest legislative measures in the field of cultural heritage. The first Indian legislation for cultural heritage preservation is known as the Indian Treasure Trove Act of 1878. After the independence, the Indian government

formulated several acts for conservation and preservation for cultural heritage such as the Antiquities (Export Control) Act, 1947; the Ancient Monuments and Archaeological Sites and Remains Act, 1958 (AMASR); the Antiquities and Art Treasure Act, 1972. The AMASR Act of 1958 has recently been amended and validated in 2010. These acts are aimed at protecting, conserving and preserving cultural heritage of national importance and recognise the Archaeological Survey of India, Government of India as the legal custodian of these properties. Each state of India has separate laws, besides those above-mentioned ones, for the protection of other heritage properties, not considered as "sites of national importance" which are located in respective states.

In comparison to the international conventions, charters or recommendations, national laws on cultural heritages have more power over the heritage properties as respective governments can punish the offenders while formers are toothless in this aspect even though they enjoy a larger area of jurisdiction. A few important international conventions, charters, recommendations for the preservation of cultural properties are as follows:

• Charter of Athens for the Restoration of Historic Monuments 1932

• Hague Convention for the Protection of Cultural Property in the Event of Armed Conflict 1954

• The Venice Charter: International Charter for the Conservation and Restoration of Monuments and Sites 1964

• Norms of Quito: Final Report of the Meeting on the Preservation and Utilisation of Monuments and Sites of Artistic and Historical Value (Organisation of American States and ICOMOS 1967)

• Recommendation of Tunis on Conservation, Restoration and Revival of Areas and Groups of Buildings of Historical Interest 1968

• Convention Concerning the Protection of the World Cultural and Natural Heritage (UNESCO1972)

• The Nara Document on Authenticity 1994

• The Australia ICOMOS Charter for the Conservation of Places of Cultural Significance (the Burra Charter; 4th Edition 1999)

All of these regulations or recommendations reflect the policies of international organisations including intergovernmental organisations (UNESCO, Council of Europe), professional organisations e.g. ICOMOS, ICOM, UNWTO (United Nations World Tourism Organisation), membership organisations (WAC: World Archaeological Congress, Europa Nostra) or one off ministerial conferences (joint dealing of a particular theme).

2.6 ROLE OF INTERNATIONAL ORGANISATIONS IN PRESERVATION OF CULTURAL HERITAGE: UNESCO

As we have discussed above, the national policies of different states on cultural heritage, often get influenced by the principles of international organisations. Though these organisations have hardly any implementing power over the sovereign countries, they may exert their authority by mobilizing international

opinion against the defaulters. Inter-governmental organisations (like UNESCO) are especially effective in this respect as member states are voluntary signatories of their conventions. UNESCO or United Nations Educational Scientific and Cultural Organisation, is at the forefront of all international initiatives on cultural heritage preservation. In November 1945, thirty seven countries founded UNESCO and it came into force following the ratification of its constitution by 20 countries on 4th November 1946. Presently, this organisation has 197 members and seven associate members. The main objective of UNESCO is to create a space for dialogue among civilizations, cultures and people, based on shared values to achieve sustainable development. UNESCO recognises diverse forms of culture as found in tangible and intangible heritages and works for their protection and conservation to promote cultural diversity.

Besides UNESCO there are other professional international organisations which are working actively in this field. ICOMOS is a professional organisation which works for the conservation and protection of cultural heritage sites. Currently it has 9500 members through out the world.

2.7 WORLD HERITAGE SITES

The General Conference of UNESCO adopted the "Convention Concerning the Protection of the World Cultural and Natural Heritage" in 1972. The convention encourages international understanding of cultural heritage of "outstanding universal value" to the humanity as a whole. It invites the member states to submit an inventory of their heritage properties which includes sites of national cultural and natural heritage, to be included in a list of World Heritage sites. These inventories are known as tentative lists of World Heritage sites. The sites have been divided into three categories namely, cultural, natural and mixed. UNESCO's "Operational Guidelines for Implementation of the World Heritage Convention" specifies ten criteria to nominate sites for inscription in the final World Heritage list. Protection, management, authenticity and integrity of properties are also important considerations.

Once a site is inscribed to the list of World Heritage it receives international recognition for its heritage values and the owning nation often gets assistance for safeguarding that property. Nearly US $ 4 million is annually available for assisting the member states in identifying, preserving and promoting the World Heritage sites. Emergency assistance is also provided to the countries to repair the damages caused by man-made or natural disasters. These damaged sites are enlisted in the "List of World Heritage in Danger" which enables them to get attention of the international community for catering to their particular conservation needs.

By signing this convention the state parties agree to protect not only the World Heritage sites but other national heritage properties, situated within their territories. The states report regularly on the conditions of these World Heritage sites to UNESCO which reviews and assesses these reports to decide on site specific conservation needs and probable solutions for recurrent problems.

The current World Heritage list includes 911 properties - forming part of cultural and natural properties of humankind which the World Heritage Committee considers as having "outstanding universal value". India is an active member of

the World Heritage Convention since 1977 and presently has 27 world Heritage properties which include some famous tourist destinations like Taj Mahal, Rock Cut Caves of Ajanta, Churches and Convents of Goa, Kaziranga National Park etc. The Archaeological Survey of India is the nodal agency for all World Heritage properties in the country.

The declaration of properties as World Heritages has its own problems too. Often these properties become targets of man made damages, done knowingly or unknowingly. The very reason of inscribing one property to the World Heritage list is the cause for attracting millions of tourists to a heritage property. Undoubtedly this influx of tourists boosts local economy and creates new ways of development. But such endeavors also test the carrying capacity of a site in question, definitely mold its characters and influence its authenticity. One of the major challenges faced by UNESCO today is not only making the national authorities, private sector and civil societies realise that the World Heritage convention is not merely a tool for enhancing cultural and biological diversity but also a significant means for sustainable development.

2.8   CULTURAL HERITAGE AND TOURISM

Arguably, tourism is the biggest money spinning industry associated with cultural heritage. "Cultural Tourism" has been considered as a subset of tourism proper which includes archaeological tourism. However, a closer inspection will reveal that all types of tourism, where the objective is pleasure, are forms of "Cultural Tourism" only. UNWTO defines "Cultural Tourism" as:

"………..movements by people motivated by cultural intents such as study tours, performing arts, festivals, cultural events, visits to sites and monuments as well as travel for pilgrimages. Cultural tourism is also about immersion in and enjoyment of the lifestyle of the local people, the local area and what constitutes its identity and character".

Naturally, archaeological heritage constitutes the central part of all such tourism activities. A list of top ten tourist destinations in the world in 2007 by Forbes (http://www.forbestraveler.comstory.html) shows, that every entry in this list is actually a cultural monument or a site (Table 1.1).

Table 1.1: Most Visited Attractions by Domestic and International Tourists in 2007 (Top 10 Tourist Attractions)

World ranking	Tourist attraction	Location	Country	Number of visitors (in million)
1	Times Square	New York City	United States	35
2	National Mall and Memorial Parks	Washington, D.C.	United States	25
3	Walt Disney World Resort's Magic Kingdom, Lake Buena Vista	Orlando	United States	16.6

4	Trafalgar Square	London Kingdom	United	15
5	Disneyland Anaheim	California	United States	14.7
6	Niagara Falls	Ontario & New York	Canada & United States	14
7	Fisherman's Wharf & Golden Gate	San Francisco, California	United States	13
8	Tokyo Disney land & Tokyo Disney Sea	Tokyo	Japan	12.9
9	Notre Dame de Paris	Paris	France	12
10	Disney land Paris	Paris	France	10.6

These sites easily qualify as "attractions representing human cultural dimensions " (that makes Niagara a "Cultural Tourism" destination too) but only a few of them can really claim to be of profound archaeological importance.

Besides "archaeological tourism", there are several subsets of cultural tourism like "heritage tourism" or "cultural heritage tourism" – all of which have really fuzzy boundaries. The National Trust for Historic Preservation, USA included all historic, cultural and natural attractions in the field of "cultural heritage tourism". The ambiguity of the term creates confusions in understanding its proper role in any given context.

UNWTO notes that in 2008, the international tourism grew by 2% which generated a profit equal to 30% of the world's export service in that year. At a seminar on sustainable development in South Africa 2002, the Secretary General of UNWTO declared that the basic aim of his organisation is to eliminate poverty through tourism.

It is no wonder that tourism has been closely linked with World Heritage sites. UNESCO has noticed an upsurge in tourism activities at every site after its nomination as a World Heritage property. Materialising the potential benefits of tourism at these sites require careful planning and well thought-out management strategies. The maintenance of authenticity and integrity of a site is essential for the sustenance of tourism at that particular place and backbone of any management plan. These demands of sustainability force all stakeholders to follow ethics of tourism.

2.9 ETHICS OF ARCHAEOLOGICAL TOURISM

We have already discussed about the limited nature of archaeological resources which can not be regenerated or replaced. Therefore all tourism activities should take care of maintaining the "*fabric*" of archaeological treasures so that the level of tourist interest to a particular heritage property does not get diminished. Ethics of archaeological tourism concentrates on responsible tourism practices and promotes active participation of all stakeholders in conservation activities. Such participations include the involvement of general public as well as non-governmental organisations in conservation and preservation drives.

UNWTO has formulated the Global Code of Ethics for Tourism (GCET) as a set of references for responsible and sustainable development of the World Tourism. This code is intended to be a living document which targets it reader for its circulation and the implementation of good tourism practices. Ethics of tourism try to minimise the negative impacts of tourism sector over the cultural heritage. All nine articles of the GCET speak about the rules of responsible tourism while the tenth article provides a mechanism for redressal of grievances and enforcement of tourism regulations.

Article 4 of this code of conduct especially deals with archaeological and cultural heritage. Tourism has been visualized here as a user of cultural heritage and a contributor to its enhancement. It recognises the right of mankind and particular communities over a cultural heritage. In addition to these rights, UNWTO recognises the need of participation of all stakeholders in management of cultural properties. The code emphasises the necessity of conservation of such properties and also the responsibility of the site managers in providing "meaningful and considerate access to as many visitors as the site can allow". All of these ethical practices are intended for better visitor experiences which are dependent on supportive infrastructures – built on sustainable management practices.

2.10 VISITORS, INFRASTRUCTURE AND MANAGEMENT

Anybody is a potential visitor to a cultural heritage site and all heritage properties are ultimately intended for wholesome visitor experiences. A visitor travels to a site for gaining pleasure in a variety of manners. Ethics of tourism restrict visitors' freedom at a cultural heritage site to conserve it for future generations. Visitors ensure recognition of a site, help in developing the infrastructure and create employment opportunities for the local people. A successful management strategy helps visitors in interpreting the sites through proper conservation initiatives, guidance and ultimately creates a feeling of belongingness to the site in the mind of the tourist/visitor.

Visitor arrivals have negative impacts on the sites too. It is an act of external intrusion to the local life which creates local imbalance and may cause a concern for the security of the site (international smuggling of artefacts is a serious threat to archaeological monuments and sites). The alien domain of other past cultures often gets mingled with present cultural conditions which influences certain expectations of the tourists from the local communities (the concepts of objective authenticity = museum version; constructive authenticity = something that can emerge beyond the objective authenticity or acquire social recognition as authentic – are important here. Cole 2007:944).

Reflection and Action on 2.3 and 2.4

How does the interpretation of an archaeological site affect its management strategies? Reflect and analyse.

These visits may prove to be financial burdens to the site management authorities as visitor influx requires proper investment in infrastructure development. To establish a balance between visitor influx and conservation efforts, visitor

movements in cultural heritage properties are restricted through the implementation of proper management strategies like fixing of opening and closing hours, controlled visitor movements, limiting the number of visitors per day and raising entrance fee etc.

The infrastructure for roads, accommodation, food and communication are basic needs of every site to cater to the demand of tourism. Investments for these activities are not easily available in developing economies. The amount of money spent at a site is often the major deciding factor in measuring the strength of the infrastructure and the carrying capacity of a site. The amount of expenditure on a site is generally influenced by its importance among the tourist destinations and the relationship between these two factors is basically cyclic in nature. If money is not spent, a proper tourism infrastructure will not be built. The absence of infrastructure will reduce the number of tourists at that site. If the number of tourists at a site gets reduced, it will loose its importance as a major tourist destination and will attract less amount of investment and so on.

A good management plan makes arrangements for all these factors and develops policies after considering the values, resources and constraints of the sites. All management plans are aimed at managing changes, identifying possible solutions and making decisions in informed contexts. A successful management plan is vigilant on conservation ethics, participatory in nature and promotes sustainable development practices.

2.11 SUSTAINABLE TOURISM

Constant influx of more than optimum number of visitors (the maximum number of tourists a site can contain) deteriorate its environment and may prove harmful to the future prospects of the site. It creates pressure on the infrastructure and makes it vulnerable to future failures. The publicity initiatives like advertising to attract tourists, sometimes add woe to the sites too. The pressure of tourism at the famous rock cut caves of Ajanta, India (a World Heritage Site), seriously damaged the site that forced the conservators to suggest restricted tourist inflow at this place. Costly measures to check further damages are not easy to perform in cash-strapped developing economies. UNESCO, Bangkok is studying the impact of tourism on cultural heritage sites in Asia for the last couple of years and suggests "controlled tourism" as a measure for restricting further damage.

In this context of growing threats to heritage sites, the World Conference on Sustainable Tourism created a charter in 1995 to protect heritage sites from such damages. It is known as the Charter for Sustainable Tourism. It describes the positive and negative aspects of tourism and calls for planning and management of tourism for the conservation and protection of heritage properties. The charter visualizes the objectives of sustainable tourism to be ecologically bearable, economically viable, socially equitable for local communities and sustainable to the future. The Charter advises to assess the impact of tourism on cultural and natural heritage and recommends special assistance to the areas that have been degraded by tourism activities. Now UNWTO promotes the idea of sustainable tourism in all of its activities.

2.12 SUMMARY

In the present unit we have tried to cover all major aspects of Applied Archaeology. The discussion moved around the basic concept of archaeological record, its meaning and utilisation. Now we understand the powerful role of "interpretation" in applications of archaeological knowledge which guides all other "valorising" processes and makes objects or places culturally significant to different communities. The communities in turn develop a feeling of belongingness to these properties and thrive for their conservation and protection. The role of intergovernmental organisations such as UNESCO is important in this respect which was instrumental in enacting the World Heritage Convention and its implementation. This convention helps in creating World heritage properties and promotes them for tourism. Culture of archaeological tourism has its own benefits and problems too. It is crucial for development initiatives but at the same time, diminishes the values of these properties. The basic aim of all cultural tourism activities is to create general awareness about ethical tourism practices and provide means for sustainable tourism. Cultural heritage is a limited source and it should be accessible to all and preserved for future generations to come and cherish.

Suggested Reading

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Shaw, I. and R. Jameson (Eds). 1999. *A Dictionary of Archaeology.* Oxford: Blackwell Publishers Ltd.

Useful Links

The Archaeological Survey of India: http://www.asi.nic.in

The Getty Conservation Institute: http://www.getty.edu/conservation/

ICOMOS: http://www.icomos.org

ICCROM: http://www.iccrom.org

UNESCO: http://www.unesco.org

UNESCO World Heritage Centre: http://www.unesco.org/whc/

UNWTO: http://www.unwto.org

Sample Questions

1) What is Public Archaeology? Discuss the role of public Archaeology in heritage Management.

2) What do you know about UNESCO World Heritage Sites? Reflect on the problems of maintaining a World Heritage Site.