Archeological and Cultural Tourism in relation with Underwater Archaological Sites Protection. The Olbia Gulf Case Study.

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Abstract (300 word limit)

Many are the projects to enhance Underwater Archeological Heritage, from wrecks to villas to port structures. Coastal Management is a subject itself which every day more involves archaeological studies in long term territorial planning (Daire 2014).

In the Olbia Gulf a technical preliminary study for an Underwater Archaological Park was done in the 90' by the Soprintendenza (SABAP SS NU OT Archive) when also the underwater park of Ustica was born (Purpura 1992) but then the park was never realized because of protection issues. In 2001 the Tavolara Punta Coda Cavallo Marine Protected Area (then cited as AMP Tavolara PCC) was established, then endowed with a management plan and a regulation by 2007 but the archaeological enhancement of the many underwater sites preserved (which notice was given in the national Bollettino di Archeologia: D'Oriano-Riccardi 1990-1991-1993-1997) is still not possible because of the not yet exceeded protection requirements.

The study presented in this poster was lead during a University course of Marketing and Management of Cultural Heritage, and is centered to focus the statement of the problem in 2018 through stakeholders perception of underwater archeological heritage in the AMP Tavolara PCC and its value also for tourism. Stakeholders are individuated following the indication in the Management Plan of the AMP as published in Del Principe-Nicolini 2008, and the questions of the survey administrated to them follow the Mires 2014 phd doctoral study, the UNWTO 2018 and Gray 1985.

A conclusive reflection is given confuting Hannahs (2003) following statement:

'If the best use of a resource is to be made through public access and not through an archaeological recovery of information, should archaeologists be taking the lead in managing these resources? If the value o f a cultural resource resides in its archaeological potential, then increasing the stress on that resource by encouraging public visitation is a bad idea. If the value of a cultural resource is not primarily archaeological, why are archaeologists taking the lead role in management decisions concerning them?'

Image



Cartina che riassume i risultati delle campagne di prospezioni e recuperi archeologici subacquei condotte dalla Soprintendenza Arcehologica di Sassari e Nuoro all'interno dell'A.M.P. Tavolara tra il 1990 e il 1999 (da Navone-Trainito; 2008; p 36)

Recent Publications (minimum 5)

1. Daire MY (2014) Coastal Management: A guide to using archaological. palaeoenvironmental, historical and artistic resources. www.archmanche.hwtma.org
2. Purpura G, Fioravanti A, Riccardi E, Pruneti P (1992) L'Itinerario di Ustica. Archeologia Viva a. XI,n. 29, May 1992: 44-55.
3. D'Oriano R, Riccardi E (1991-1992-1993-1997), Prospezioni subacquee in *Bollettino di Archeologia*. (1991) n. 10: 128-130; (1992) n. 13-15: 13-215; (1993) n. 19-20: 197-199; (1997) n. 46-48: 78-81 &122-125.
4. Del Principe S, Nicolini F (2008) Per una strategia socio economica.Navone A, Trainito E. (eds.) Nature at Work Working in Nature, Olbia: 231-247.
5. Mires C (2014) The value of maritime archaeological heritage: an exploratory study of the cultural capital of shipwrecks in the Graveyard of the Atlantic. Doctoral dissertation, Coastal Resource Management Program, East Carolina University, Greenville, North Carolina
6. World Tourism Organization (2018), *Tourism and Culture Synergies*, UNWTO, Madrid, DOI: https://doi.org/10.18111/9789284418978.
7. Gray B (1985) Conditions Facilitating Interorganizational Collaboration. *Human Relations*, volume 38 (10): 911-936
8. Hannahs T. (2003) Underwater parks versus preserves: data or access. in Spirek JD, Scott-Ireton DA (eds.) Submerged Cultural Resource Management_ Preserving and Intervention.



Biography (150 word limit)

Graduate in Scienze dei Beni Culturali indirizzo Archeologico (3Y, Faculty of Literature & Philosophy-Conservation of Cultural Assets, Archaeology, University of Turin)
Master Degree in Underwater Archaeology, (2Y, University of Pisa, Faculty of Literature & Philosophy, Dept. od Archaology)
Post Graduate in Coastal and Underwater Archaeology (Scuola di Specializzazione in Archeologia), University of Sassari
Alessia also got a deep training and education in Archeological Underwater Intervention accomplishing the OTS training (Surface Supplied Inshore Air Diver by the International Diving School Association), got the DiveMaster certification by CMAS and got training in Scientific Diving by the International School for Scientific Divers.
After a cooperation with CASC (Centro de Arqueologìa Subacuea Català) in 2013 entered in the Ministero dei Beni Culturali e Turismo working in the Museo Archeologico di Torino, now become Musei Reali Torino and went on studying the Gulf of Olbia underwater heritage.

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