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

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ITALY

BACKGROUND

Problem setting may be divided into two branches:

- **awareness creation** about the value of underwater cultural heritage on a pragmatical case study -> AMP Tavolara PCC
- identification of the **stakeholders** involved in project settings in the AMP Tavolara PCC and **detection of the parameters** necessary in future planning.

Two quotations summarize perfectly the question:

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? (HANNAHS 2003)

It is uncertain how people today perceive and value the existence of this (n.d.a. underwater archaeological) heritage. This uncertainty creates further questions regarding the public's knowledge of, attitudes towards, and willingness to pay (WTP) for these resources, their preservation, and who should manage them. (…) Any attempt to answer these questions and evaluate them has to be sensitive to the different viewpoints held by diverse stakeholders. (MIRES 2014).

Many are the differences in laws and in perception of cultural heritage between the

- Anglo-Saxon world Graham et al.(2000:17): *"Heritage is that part of the past which we [contemporary society] select in the present for contemporary purposes."*
- UNESCO 2001 http://www.unesco.org/new/en/culture/themes/underwater-cultural-heritage/underwater-cultural-heritage/definition-of-underwater-cultural-heritage/
- Italy D.L. 22 gennaio 2004, n 42, art. 2 & 10.

TWO DIFFERENT LEVELS OF UNDERWATER HERITAGE: ANCIENT WRECKS OR MOBILE FINDINGS (amphoras, ceramics) _ MODERN WRECKS

AIMS

Direction setting: setting shared goals, giving mutual support, elaborating and assigning tasks.

Implementation: regulatory policies, monitoring.



Map which sums up all ancient archeological assets present in the water of the AMP Tavolara PCC.
From Navone-Trainito (2008).

What do we need to enhance archaeological assets present in the AMP Tavolara PCC, which already represents a tourist goal?

METHODS

Stakeholders & key informants individuation:

considered those individuated in Del Principe & Nicolini (2008)

Instruments:

Qualitative in-depth interviews
-> until the present study there are no fixed points to set up a quantitative study
-> ***outputs*** published in this poster may be ***inputs*** for a quantitative study to give more consistence and generalizability -> ***mixed-method approach***.

Who has been interviewed:

3 diving schools; the CEO and founder of a diver training organization; employees of local tourism office (Olbia, Loiri-Porto San Paolo, San Teodoro); staff of the managing body of the AMP Tavolara PCC; officials of the Archeological Superintendence of MIBAC (Ministero per i Beni e le Attività Culturali) office of Olbia; receptionists and directors of accommodation facilities (some over 70 beds; some family run); local entrepreneurs; tourism bloggers; archaeo-bloggers; dive-masters and local underwater guides ; experts.

Questionary sources:

Gray (1985); Barker (2003); Mires (2014); UNWTO report 2018.

	QUESTIONARY	SOURCE
1	In your opinion, what do tourists know about the underwater archeological heritage in the AMP Tavolara PCC?	Mires 2014
2	In your opinion, which are the main reasons tourists have to visit AMP Tavolara PCC?	Mires 2014
3	Do you think tourists would like to do an archeo-dive if correctly proposed?	Mires 2014
4	Do you think archeology would be a leisure interest for tourists and do you think this may help the destination to deseasonalize?	Mires 2014 UNWTO 2018
5	Do you think ancient shipwrecks may be a tourist attraction?	Mires 2014
6	Do you think local institution work correctly for the touristic development of the whole territory? If yes, why? If not, why?	Gray 1985 UNWTO 2018
7	Do you think your job/ activity would benefit from an underwater archeological enhancement? If yes, why? If not, why?	Mires 2014
8	How would you describe your relation with institutional partners such as the Municipality, the Tourism Department, the Archeological Superintendency?	Gray 1985
9	Do you think institutional partners are sufficiently forthcoming for dialogue about projects?	Gray 1985
10	Do you think that developing underwater archeological tourism would present any risks? If yes, which risks?	Mires 2014
11	In your opinion, which are the principal opportunities and which are the main problems you see in developing this niche of underwater archeological tourism?	original question
12	GENERAL INFORMATION: Age Sex Organization Working position	

Questions panel of the qualitative in-depth ITWS

RESULTS

- **General findings**

ABOUT INTEREST IN CULTURE

People know very little of archeological heritage of the area. Nothing about the underwater heritage.
Only expert divers know something about amphoras, but for the symbol they represent not for the historical data they bring.

ABOUT INTEREST IN NATURE

Tourist attractions are macro fauna & dive spots for divers; beaches for everyone.
All stakeholders are however in agreement that tourists may have an interest in diving and snorkeling on archeological sites.

- **Consolidated prejudices**

ABOUT HERITAGE

People don't know how the heritage protection mechanism by the Ministry works in practical terms.

ABOUT THE ECONOMIC PAY OFF FOR AN INVESTMENT IN CULTURE

No possibility of 'filling a whole ferry of tourist interested in archeology'. Of course, the real need is a more complete process of destination building.

ABOUT INSTITUTIONS

All stakeholders agree that on heritage protection and about dialogue with citizens institutions are ok. But bureaucratization is a problem in realizing projects.
About deseasonalizing:
who has little SMEs and works out of the high season still in 2018 encounters many difficulties in finding services and accommodations for its customers.

- **Risk assessment**

Strong polarization of answers: Archeological Superintendency perceive an insuperable instance of protection about mobile archeological findings. Divers and hoteliers believe that the more findings will be well known, the more they will be protected by citizens themselves.

- **Long-term experiences**

Tavolara island, also for its history of the small kingdom, has a proper appeal which may be targeted as ***cultural tourism.***

- **Contact points**

Institutional harmonization is needed

All stakeholders perceive a total absence of strong territorial marketing. Projects are too much tied up to unstable local administration.

- **Original proposals**

Local Archaeology still misses of communication professionals. The simple output of archeological info does not mean any economical result. Archeology has not been already considered a market. Not scientifically connected to a WTP (willingness to pay_ Mires 2014).

All interviewed are more than 40 years old, more than 50% are male, all interviewed in key positions are more than 60 years old to underline difficulties in turn-over while gender difference appears not to be relevant.

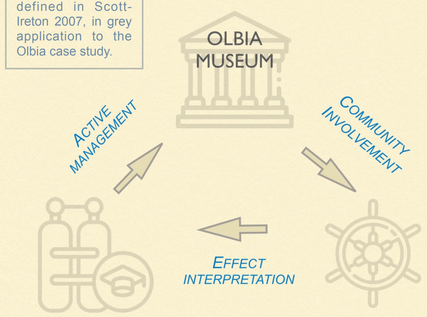
DISCUSSION & CONCLUSIONS

MUSEUMS SHOULD BE THE DEPARTURE POINT FOR THE DISCOVER OF THE TERRITORY, they may offer a set up for understanding both nature and culture; they should have an active management; they can enter into agreement with diving centers.

Towards a Cultural Tourism 3.0 (Richards 2014): 'culture as a value platform for tourism (and vice-versa), increasing integration of tourism and everyday life'.

CULTURAL LANDSCAPES as defined by ICOM and UNESCO 2005 are the key to reconstruct one of the most pervasive dualism of Western Culture between nature and culture.

In blue assets defined in Scott-Ireton 2007, in grey application to the Olbia case study.



CONVENTIONED DIVING CENTERS
with the same underwater archeologists of the museum and proper underwater guides

SUGGESTIVE INDOOR SET UP
with professional archeologists involved in communication_ not only multi/cross media

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