Opportunities arising for national economies from the valorisation of underwater cultural heritage through a sustainable development strategy

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General problems on Nautical and Underwater Heritage

PROBLEM:

Lack of an integral definition of Nautical and Underwater Heritage.

CAUSES:

Heritage diversity and richness

CONSEQUENCES:

Disciplinary and bureaucratic fragmentation

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Lack of specific laws

↓

Lack of specific inventory (Archaeological Map)

↓

Conflicts of jurisdiction

↓

Difficult management strategy development
Heritage diversity and richness

Underwater
- Prehistorical sites
- Immersed Heritage Sites
- Wrecks
- Isolated items

Land
- Estructures
- Archaeological Heritage sites
- Traditions

Natural sites
Art. 2.5. The preservation in situ of underwater cultural heritage shall be considered as the first option before allowing or engaging in any activities directed at this heritage.

Art. 2.10. Responsible non-intrusive access to observe or document in situ underwater cultural heritage shall be encouraged to create public awareness, appreciation, and protection of the heritage except where such access is incompatible with its protection and management.
UNESCO Convention, tourism and underwater heritage protection

Allows the UNESCO Convention a touristical use of heritage?

YES
UNESCO Convention, tourism and underwater heritage protection

We need a reflection on conservation policies. After a tradition of secret as main protection of underwater archaeological sites, the results are...

99% of known wrecks damaged by spoliation

We cannot obtain the resources to monitor all the underwater archaeological sites
UNESCO Convention, tourism and underwater heritage protection

It is not possible to build a system to control exhaustively all the endangered sites, but...

...PEOPLE can do it!

If they are proud of it and they can see direct benefits to the community
UNESCO Convention, tourism and underwater heritage protection

WE NEED A NEW STRATEGY:

Maintain in secret only the sites that can be protected by physical or technological devices.

Give an archaeoological controlled tourism use to the other sites, specially those still completely looted or excavated.

Create didactical artificial sites with still studied objects or replica objects to allow compare with the looted sites.
UNESCO Convention, tourism and underwater heritage protection

PROFITING STAKEHOLDERS SYNERGIES:

Underwater Heritage should be perceived as a treasure for the community life, giving to the surrounding populations the sense that any treat to heritage will be in detriment of the community
UNESCO Convention, tourism and underwater heritage protection

STAKEHOLDERS TO CONSIDER:

- Divers, as underwater heritage potential tourists
- Dive centers and clubs
- Other sea people
- Tourism industry
- Administrations
- Looters, from the unconscious, to the companies
Economical impact of heritage

IN LAND HERITAGE:

Every € invested in heritage increases the economical activity around the site by a factor between 1.2 to 8.

We can't find any economical study on underwater musealised sites, but we're sure that it is a similar case.
Social impact of heritage

Raise of cultural and educational levels

Changes in employment

Different consideration of heritage and local pride

Cultural Heritage makes every place unique and often cannot be delocalised: most of european companies can change their production place, but no one has our Heritage
What are wreck-divers, or heritage-divers searching?

It is necessary to study it better, but we're sure that they want to:

- Hang differently
- Learn
- Be touched by past: EMOTIONS
Emotions are the key of INTERPRETATION, a working method which facilitates presentation and social use of heritage and serves to provide a reading and options for its active use by means of many presentation and animation resources.

«Heritage interpretation is the art of revealing in situ the meaning of the natural, cultural or historical legacy to the public visiting these sites in their leisure time» (Morales, 1999)
Heritage interpretation, rather than knowledge transmission, search the visitors motivation to learn more, and involve them in the protection and conservation.

Exactly what we need with underwater heritage.
We need to adapt Heritage interpretation theory and practice to underwater sites, and take advantage from the use of new technologies.

We need to return to the society the results of archaeological research, as the best way to ensure social support to our activities.
Six years ago we developed a European project on the heritage interpretation centers and their use in the dynamization of rural areas.

Hicira project and handbook are now an international reference in this field.

We want, now, to make a similar work with underwater heritage and develop ways to apply HERITAGE INTERPRETATION to underwater sites and specificities.
DIVE-IN-HERITAGE PROJECT

Project presented to the EU frame program

We want to adapt the Hicira methodology:

A) Make a qualitative survey on some cases still working
B) Make a quantitative survey on all the archaeological sites adapted to touristic and educational use
C) Make a survey on wreck-divers and diving centres and clubs
D) Detect the best and the worst practices
E) Make experiences in a few pilot cases to improve the results in situ musealized underwater sites
F) Give the results to the community with a website and a handbook
G) Try to build an international network of underwater archaeological sites adapted to the visit
Clusters for local development

Conservation, Research & Training

Museology + Heritage interpretation

Sustainable tourism

Education and awareness of local community & visitors and tourists
Niche Tourism

Dive or diving tourism
Sailing tourism
Yatching tourism
Cruise tourism

Archaeotourism or archaeological tourism
Maritime heritage tourism
Croacia – Foto: UNESCO
ANTICKI BRODOLOM
3. 4. st. po Kr.
ANCIENT SHIPWRECK
3rd - 4th century AD
13 - PORTICO OCCIDENTALE, CON SEMICOLONNE IN LATERIZIO PROSPICIENTE UN GRANDE GIARDINO INTERNO.
Samples of World Heritage Sites or in the Tentative List related to UCH

Museos del Mar – Cluster Turístico La Romana-Bahayibe (República Dominicana)

Museo Comunitario de Tierra Bomba – Bocachica, Cartagena de Indias (Colombia)

Museos de Cidade Velha y Praia – Isla de Santiago (Cabo Verde)
Distinctively Dominican
LA ROMANA
DOMINICAN REPUBLIC
Naufragios de Colon de 1495

Playa Grande
Sitio Conmemorativo de Buque Esclavista Francés de 1789
Buque de Guerra Frances Desconocido

Parque Nacional La Caleta
Nuestra Señora de Begoña de 1725

La Romana – Bayahibe
Capitán Kidd a la Época de Colon
Área Especial Protegida del Naufragio de Capitán Kidd
1699 Cara Merchant
Isla Catalina, República Dominicana

Indiana University Office of Underwater Science
Oficina Nacional de Patrimonio Cultural Subacuático

12-14

Estación Biológica 2
Área magnética

15-17

Estación Biológica 3
Área de restauración

18

Cuentas enterradas
2 metros

19

Cuentas y petróleo de 2 metros
Álamos, altimetría porable

20

Cuentas de la isla
Álamos, altimetría porable

21-25

Área de reconstrucción

No se han encontrado registros dignos del buque Cara Merchant. Las descripciones de su época sigilica que puede haberse perdone a esta ilustración.
Preserva Arqueológica Subacuática Capitán Kidd:
Museo Vivo del Mar

Camino a Playa Norte

Casita Interpretativa

Camino al Muelle

Camino al Acceso de Playa

Reproducción de cañón del naufragio

Naufragio del Cara
Merchant de 1699
-26 cañones,
-varios anchas,
-biodiversidad asociada

Playa con acceso para el uso de esnórkel
Underwater Interpretation Site - Guadalupe (1724)
Emplazamiento

Guadalupe Preserva Arqueológica Sumergida (GUAP) reposa en 8m de agua aproximadamente, a 160m de la costa frente al Club Viva Dominic, 341m al Este de La Romana, en la República Dominicana.

Sistema de boya

Una boya de fondo se sitúa en la vecindad del sitio y una boya de señalización histórica identifica la GUAP.

Área Protegida

El pecio del GUAP es una Área Protegida y está sujeto a las normas y regulaciones presentes en los Parques Nacionales Submarinos.

Toma solamente fotos y no dejes más que burbujas.
Awareness of local community, visitors and tourism in Colombia

Fundación Erigaie + Fundación Terra Firme + Ministerio de Cultura

Community museum of Tierra Bomba Bocachica, Cartagena de Indias
Awareness of citizenship

Children and young people, guardians of heritage

Cartagena de Indias
Colombia
Cidade Velha (Cabo Verde)

To combine the land protection with underwater cultural heritage in a UNESCO World Heritage site associated to the UNESCO Slave Route
MUSEU DE ARQUEOLOGIA

Inaugurado por S. E. o Ministro da Cultura,
Doutor Manuel Monteiro Veiga

Praia, 24 de Outubro de 2008
Intercultural dialogue routes

Council of Europe / European Union:
Phoenicians Route

UNESCO:
Slave Route
Silks Roads Maritimes Routes
New proposal: the Galleon of Manila route
Las Rutas de los Fenicios
Arqueosailing
Ruta de la seda en el siglo XVII
Proposal to World Heritage Tentative List
Galleon of Manila Route – Integrated to the Spanish Royal Trail

Acapulco – Marianas - Manila: 2 months
Manila – San Francisco – San Diego - Acapulco: 3 to 6 months
Proposal to World Heritage Tentative List
Galleon of Manila Route – Integrated to the Spanish Royal Trail
The future:

- HERITURSubarch - Dive-in-Heritage Project (in evaluation – EU Framework Program 7)

- Coordination of UNESCO, Council of Europe and UE heritage levels (World Heritage sites, Immaterial heritage list, Intercultural Dialogue routes, European Cultural Routes, European Heritage Level, ) with the UNESCO UCH Convention

- Study of economic impact of interpretation sites, museums and sustainable tourism in coastal and underwater archaeological sites.
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