

# The Protection of Archaeological Heritage in Times of Economic Crisis

**From the proceedings of the regional conference**  
***“From Past Experience to New Approaches and Synergies:  
The Future of Protection Management for Archaeological  
Heritage in Times of Economic Crisis”***  
**New Acropolis Museum, 23-25 May 2012**

**Organized by ICOMOS Hellenic**  
**(International Council on Monuments and Sites)**  
**and ICAHM (International Scientific Committee**  
**on Archaeological Heritage Management)**

The Protection of Archaeological Heritage  
in Times of Economic Crisis

Edited by

Dr. Elena Korka

**CAMBRIDGE**  
**SCHOLARS**  

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**P U B L I S H I N G**

The Protection of Archaeological Heritage in Times of Economic Crisis,  
Edited by Elena Korka

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## PROLOGUE

### MARIANNA V.VARDINOYIANNIS

In a world full of challenges with respect to the protection of cultural heritage, all initiatives that give us the chance to join our forces are much appreciated. For this reason, the “Marianna V. Vardinoyannis Foundation” has chosen to support the publication of the Conference Proceedings entitled “The protection of Archaeological Heritage in times of economic crisis” and the efforts of the Hellenic National Committee of ICOMOS and of ICAHM, in order to contribute to the dissemination of valuable knowledge which has been acquired by this important regional gathering, held at the Acropolis Museum in Athens. Our Foundation gives special emphasis to the importance of international co-operation for the protection of the world cultural heritage in all its forms, since it is a fundamental component of the cultural identity of communities, groups and individuals. I hope this book will reach the hands of all the people concerned with, and mobilized towards, the building of a better future for mankind based on the respect of peoples’ past and the dialogue among its civilizations.

**Marianna V. Vardinoyannis**

Goodwill Ambassador of UNESCO

President of the “Marianna V. Vardinoyannis Foundation”

# INTRODUCTION

ELENA KORKA

The ICOMOS (International Council on Monuments and Sites) Hellenic National Committee and ICAHM (International Scientific Committee on Archaeological Heritage Management) organized a regional conference of international importance in Athens at the New Acropolis Museum from the 23<sup>rd</sup> to the 25<sup>th</sup> of May 2012, titled “*From past experience to new approaches and synergies: The future of protection management for archaeological heritage in times of economic crisis*”.

This publication titled “*The Protection of Archaeological Heritage in Times of Economic Crisis*” includes the main core of the extended and updated presentations of the conference along with conclusions that ensued after a round table discussion, which was organized specifically for capacity building in the SE Mediterranean Region.

The scope of the conference and that of the publication in hand is to present existing experiences with a view to contributing valuable material for the basis of a think tank seeking new ways of managing the protection and preservation of archaeological heritage in times of economic crisis. The challenges are now greater than ever as the cultural society needs to find new ground, discover innovative modules, create new synergies and undertake fresh initiatives in order to maintain standards in the field of archaeological heritage management and offer sustainable solutions.

Today the economic crisis is considered as a main threat, a man-made risk among those facing archaeological heritage worldwide. It is for this reason that ICORP (International Committee on Risk Preparedness) as well as UNESCO (United Nations Educational, Scientific, and Cultural Organization), ICCROM (International Centre for the Study of the Preservation and Restoration of Cultural Property) and ICOM (International Council of Museums) have contributed highly to the enrichment of the conference proceedings. This crisis is not a phenomenon existing only in the countries facing economic difficulties. It is a global problem and source of grave concern, since its impact and implications affect the whole world. The inability of certain communities to maintain quantitative and qualitative standards, the degradation of services,

preservation, communication, security, proper documentation, and so many other resources, impoverish the world community of its values and exchange of knowledge and expertise.

It is for this reason that many scholars and professionals from so many different parts of the world attended the conference and participated vigorously in all the discussions and the round table exchange of views.

As Greece belongs to the ICAHM South-East Mediterranean Region, special interest was given to difficulties existing in this area of the world, which is so rich in archaeological remains and cultural wealth. The specific character of the region and all the recent difficulties it is undergoing due to conflict, unrest, destruction and theft were analyzed and a strategic plan for ICAHM was formulated.

Heritage can effectively work as a tool to alleviate poverty and secure a source of income and employment. Without doubt, it incurs both benefits and costs. Resources are invested to maintain cultural sites, and museums and society have justifiable interests in the efficient allocation of these resources vis-à-vis the value and reciprocal benefits created. For this reason and especially in times of economic crisis, assessment of management methods is necessitated and sustainability indicators must be reevaluated.

Clearly archaeological heritage has a dynamic, intricate relationship with local communities in terms of identity values and is a key motivator for the application of effective management. For this reason there should be provisions made for the systematic involvement of all stake holders within a feasibility analysis in view of planning and development with regard to archaeological heritage. The politics of heritage management must involve and must target socioeconomic growth along with the conservation, promotion and use of sites and monuments.

This publication eloquently shows the great international interest in these issues through the various papers, which offer an in-depth comparative picture of policies, strategies, action plans, risks, methods, principles, legal systems, tools, technologies, synergies and funding possibilities as they are implemented around the globe. Even though systems can vary extensively and radically throughout the world, problems are common and solutions can be applicable in many different environments.

The themes, which are addressed and according to the papers presented, are various and cover all aspects of the multifaceted prism of the management of archaeological heritage. Some of the key note presentations fall under a separate entry as they introduce the reader to the quintessence of the scope of the publication's theme. They also elaborate

on the 40<sup>th</sup> anniversary of the World Heritage Convention, as well as the 50<sup>th</sup> anniversary of the Venice charter, both celebrated in 2012.

The themes include main topics, such as: Environmental Harmonization; Management and Best Practices in Sustainability; Management Action Plans; Risk Mitigation Confrontation; Research in Conservation, Preservation and Technologies, Shelter Protection; Conservation, Restoration, Coordination and Site Use; Illicit Excavation and Trafficking, Protection of Collections and Movable Finds; Preservation of the Intangible Heritage of Sites and Monuments; and Heritage and Economy.

Through these themes, the publication wishes to bring together and present expert opinions and experiences in regard to preoccupations and various solutions concerning the protection of archaeological heritage in times of economic crisis as a point of reference and as food for thought. Hopefully, it may even lead professionals around the world to join forces and create new synergies. Furthermore, it may lead more professionals and decision makers in the South-East Mediterranean region to become involved in the initiatives of ICAHM. Additionally, it has provided opportunities to network with other experts in the area for the benefit of the protection of archaeological heritage in view of the challenges of the times.

As editor of the publication, vice-chair of ICAHM for the South-East Mediterranean region, member of the board of the ICOMOS Hellenic National Committee, and member of the council of ICCROM, I wish to warmly thank good will ambassador to UNESCO, Mrs. V. Vardinoyiannis for generously sponsoring this publication, the president of ICOMOS, G. Araoz, for supporting this endeavor, and the two co-presidents of ICAHM, W. Willems and D. Comer especially, for his guidance and participation. Additionally, I would like to thank the president of ICORP, R. Jigyasu, for his help, the Director-General of ICCROM, St. de Caro, for his participation, the Director-General of ICOM, J. Anfruns, for his presence, and the Assistant Director-General for Culture of UNESCO, Fr. Bandarin, for his encouraging greetings. Further, I wish to express my gratitude to the representatives of the many international organizations that attended the conference, the members of the honorary, advisory, scientific, and organizing Committees, those who delivered addressees of greetings, the panelists and speakers, contributors, sponsors, authorities, and all those who helped in many ways with the conference. Last, but not least, I must thank the president of the ICOMOS Hellenic National Committee, A. Nakasis, and the board.

In regard to the publication, I invaluablely thank S. Spyropoulou for the hard work of general assistance she offered in every possible way, Em. Panteliadou for her help and E. Oeconomopoulou for the inspirational logo of the conference.

In conclusion, the papers of the publication clearly present the grave challenges that the management of archaeological heritage needs to face due to the economic crisis and its broader impacts. The high standards of protection and promotion of sites, monuments, and museums are indicators of the well-being of society. Heritage, whether tangible or intangible, is a source of knowledge, a point of reference for the present, and a guaranty for the future. It necessitates the care it deserves and for this reason experience, expertise, and the exchange of information are vital for its preservation. The world cultural community needs to join forces and find new ways forward. The presentations in this publication offer knowledge and hope and, undoubtedly, prove that where there is a will, there is a way.

Dr Elena Korca

Director General of Antiquities and Cultural Heritage  
Vice-chair of ICAHM responsible for the SE Mediterranean Region  
Member of the Board of ICOMOS Hellenic

## GREETINGS OF THE CONFERENCE

I have to begin by commending Hellenic ICOMOS for joining ICAHM in organizing this conference at a time when Greece grapples with the economic crisis and the difficult transitions of which we are all painfully aware. This is one more manifestation of your unwavering commitment to your cultural heritage—or should I say our cultural heritage?—and your ability to carry on with your work under the most difficult of circumstances. Your commitment and dedication are truly an inspiration and an example to us all.

The topic of the conference is generous because its benefits are not for Greece alone. In one way or another, many countries are beset by the same constraints and hardships that you are face so valiantly in Greece. Other regions—some very near you—are also undergoing different hardships in the form of delicate and unpredictable social and political transitions that inevitably bring with them a breakdown in cultural institutions, drastic budget cuts in heritage conservation and management, and an increase in the ever-present threat of looting and illicit trafficking of cultural properties. For all these reasons, it is of primary importance that you share broadly with the entire world the results and the conclusions of your proceedings in Athens.

Greece is the ancestral home to all who form part of Western traditions. Our first lessons in philosophy, in representative government, in architecture, and in so many other fields were born there, and we still return as modern pilgrims to the many places from where they sprang: to Mycenae, Delphi, Athens, Olympia, Corinth, Knossos, Delos, Epidaurus—all magical names and places where we can access, touch, see and smell our common ancestral roots; all places that deserve the very best custody that humanity can provide.

The topics identified for this conference are truly broad and crucial for developing more effective ways to steward our archaeological heritage at times of both scarcity and plenty. I urge you to plunge deeply into them, to explore how to mix the principles of environmental protection with those of preventive archaeology, of emerging technologies and of modern management in order to design new formulas for protecting and conserving our archaeological heritage in its fullest authenticity and

integrity, and for enhancing the public appreciation of their inestimable value.

I regret that I could not be with you in Greece today, but be assured that many who are not among you are with you in wishing you well and in looking forward to your conclusions.

**Dr. Gustavo Araoz**

President, International Council on Monuments and Sites (ICOMOS)

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This conference was undertaken in collaboration with the ICOMOS International Committee on Archaeological Heritage Management on the occasion of the 40<sup>th</sup> anniversary of the World Heritage Convention and of the 50<sup>th</sup> anniversary of the Venice Charter. The conference is dedicated to the memory of Herb Stovel, whose absence makes poorer the family of ICOMOS.

ICOMOS Hellenic makes efforts for the protection and preservation of cultural heritage at the national and international level. Our Institution was founded in 1972 by the Technical Chamber of Greece, which remains our most important sponsor. The Hellenic ICOMOS has departments in Thessaloniki, Veroia, Agrinio and Crete and counts 550 members, among which are: 15% Archaeologists, 49% Architects, 13% other Engineers, 12% Conservators and 11% other scientists. Our website is connected with the Technical Chamber's and International ICOMOS' websites, with more than 1500 visits per month.

Hellenic ICOMOS has been honoured with the Abdi Ipekci Award for the Greek-Turkish rapprochement. Our institution, represented by our former president, Mr. Nikos Agriantonis, has been awarded by the journalists of Hellenic Radio Broadcasting (ERA) for the preservation of Architectural Heritage.

This conference has been organized in collaboration with the International Scientific Committee on Archaeological Heritage Management (ICAHM), which supports worldwide initiatives and projects that pertain to all aspects of the management of archaeological sites and landscapes.

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I thank personally from this stand and on behalf of the ICOMOS Hellenic, Mrs. Elena Korka, Vice President of ICAHM, who has been the inspirer of this conference and undertook the coordination, management and implementation of this task!

**Dr. Athanasios Nakasis,**  
President, ICOMOS Hellenic National Committee,  
Expert member, International Scientific Committee on Fortifications and  
Military Heritage (ICOFORT),  
Honorary Director, Hellenic Ministry of Culture and Sports

**CHAPTER ONE:**  
**CONFERENCE KEYNOTES**

# CULTURAL HERITAGE AND SUSTAINABLE DEVELOPMENT

MOUNIR BOUCHENAKI

## *What is the meaning of Cultural Heritage today?*

The term “Cultural Heritage” has not always designated the same things. In recent years, particularly in the last four decades, the notion of cultural heritage has changed considerably. After first referring to the most representative collections of works of arts and of monumental remnants of cultures, the notion of heritage was gradually extended to new categories drawn from non-artistic sectors of activity, such as industrial heritage, or from specific contexts, such as underwater cultural heritage.

Today, the notion of cultural heritage is an open one, which can develop new objects and put forward new meanings as it reflects living cultures rather than ossified images of the past. We have become aware over the last forty years that nature and culture cannot be separated in our approach to heritage, if we are to render a true account of the diversity of cultural manifestations and expressions; and particularly those in which a close link is expressed between human beings and their natural environment.

It is widely recognized at the beginning of this 21<sup>st</sup> century, that one key international document defining cultural heritage is the 1972 UNESCO Convention, concerning the Protection of the World Cultural and Natural Heritage, which has been signed by 183 countries up to now. By itself, this figure shows that the Convention is recognized as one of the most popular international treaties. It is true that we are really approaching the universality of its acceptance.

In article 1, the 1972 Convention states, “the following shall be considered as ‘cultural heritage’: Monuments, Group of buildings, and Sites.” In this context, the notion of “cultural landscape” (in French, *paysage culturel*), put forward over the last fifteen years (it was first mentioned in the 1990s within the framework of the 1972 Convention), is one of the achievements of the elaboration of a more coherent vision of cultural heritage. We can see that the extension to cultural landscapes

derives directly from the definition of cultural heritage, when under “sites” the inclusion of “works of man or the combined works of nature and of man” is mentioned. One of the latest publications on this subject was recently issued on the occasion of the 30<sup>th</sup> anniversary of the 1972 Convention following a workshop, “Cultural Landscapes, the Challenge of Conservation,” organized in Ferrara, Italy, by the UNESCO World Heritage Centre (Paris, 2003).

More recently, attention has focused on the conceptualization and the designation of a complementary dimension to heritage, related to the new notion of intangible cultural heritage. This is the result of closer focus on the individual and/or community systems of knowledge, both spiritual and philosophical, in which the individual pursues his creative activities. Beyond the quest for the components that fulfil intangible cultural heritage, the concept related to it has taught us that tangible vestiges and remains cannot be appreciated in their own right, but, necessarily, in relation to others and through an understanding of their interactions with their physical and non-physical environment, both natural and human.

Cultural heritage has, therefore, become a complex reality. It is all the more fragile and threatened now as we are more and more conscious of the part it plays in the life and development of societies. The awareness about the importance of cultural heritage and its preservation started, in our modern societies, with the Athens Charter in 1931 and later on with the “Venice Charter of 1964” issued forth by ICOMOS. Since the 1976 Recommendation of Nairobi concerning the Safeguarding and Contemporary Role of Historic Areas,<sup>1</sup> UNESCO has developed a strategic approach considering “urban heritage” as a starting point of all urban policies. The main elements of the UNESCO Nairobi recommendation were included afterwards in the Toledo-Washington ICOMOS Charter of 1987 for the conservation of historic towns and urban areas.<sup>2</sup> In 2011, UNESCO adopted, in this regard, a new Recommendation on the safeguarding of Historic Urban Landscapes.

### ***A strategic approach concerning urban heritage***

The new approach of cultural heritage and the global agreement on an innovative and development-based vision of *culture* is fine-tuned and streamlined through the experience of the World Commission on Culture

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<sup>1</sup> [http://portal.unesco.org/en/ev.php-URL\\_ID=13133&URL\\_DO=DO\\_TOPIC&URL\\_SECTION=201.html](http://portal.unesco.org/en/ev.php-URL_ID=13133&URL_DO=DO_TOPIC&URL_SECTION=201.html)

<sup>2</sup> [http://www.international.icomos.org/charters/towns\\_e.pdf](http://www.international.icomos.org/charters/towns_e.pdf)

and Development, the Stockholm Conference of 1998. The policies that are presently made operational, in many cases, should be integrated into all programmes of international governmental and nongovernmental organizations, such as UNESCO, ICCROM, ICOMOS, and IUA. It is important to remember that UNESCO's Constitutive Act charged the Organization to "see to the conservation and protection of the universal heritage of works of arts and of monuments of historical importance or scientific interest." For more than fifty years, UNESCO has been active in promoting and organizing international action in this area, which is the key to our identity and the source of our inspiration.

It is in this spirit that more than fifty years ago, in 1956, the founders of UNESCO considered scientific research, capacity building, and advocacy of major importance in the field of cultural heritage and thus created the intergovernmental body ICCROM (International Centre for the Study of the Preservation and Restoration of Cultural Property). In that same period, a large number of Third World states entered UNESCO recognizing that "political emancipation is relatively meaningless if it is not accompanied by cultural emancipation." They, in this spirit, expressed their attachment at that time to manifestations of cultural identity, particularly the tangible ones.

Later, in the twenty-first century, it is the same strong feeling that brought the overwhelming majority of states to give support, in addition to the Convention on World Cultural and Natural Heritage, to the Intangible Cultural Heritage Convention as part of the protection and promotion of the cultural diversity of humanity. Urban heritage, with its complexities, can certainly be considered as part of the richness of this cultural diversity.

Throughout the years, urban heritage, which was very often seen as a burden in different countries, started to be of interest to the private sector. Since the 1980s, we have seen a great number of private initiatives flourishing. It is, nevertheless, important to note that public policies for preserving historic urban areas were launched in the 1960s by countries like France and Italy. A typical and now historical example is that of the project of rehabilitation undertaken in the sixties in the historic area of Le Marais in Paris. Under the auspices of the Ministry of Culture with the support of the well-known French Minister Andre Malraux, we owe a debt to this initiative in promoting the concept of "protected urban areas."

In parallel to this evolution, the programme, "International Campaigns for the Safeguarding of Cultural Heritage," has certainly offered one of the most privileged arenas for implementing the idea of "common and universal heritage." After the largest operation for the safeguarding of archaeological heritage ever recorded, that of Philae and Abu Simbel in

Egypt, and the restoration of the Borobudur Temple in Indonesia, UNESCO has embarked on an ambitious programme aimed at safeguarding some major historic areas within cities worldwide.

These include:

- Venice in Italy
- The Acropolis in Athens and its surroundings
- Havana Vieja in Cuba
- Historic Centre of San Francisco de Lima in Peru
- Ancient cities of Mauritania (Chinguetti, Oualata, Ouadane and Tichit)
- Medina of Fes in Morocco
- Historic cities of Sanaa and Shibam in Yemen
- Historic city of Hue in Vietnam
- Historic island of Goree, Senegal
- Valley of Kathmandu in Nepal

The UNESCO contribution, with the expert advice of ICCROM, ICOMOS, and IUA, among others, was embodied in the preparation of a plan of action for each of these historic cities in collaboration with the national authorities concerned. I participated personally in this process in Italy, Mauritania, Morocco, Senegal, Vietnam, and Yemen, to promote a global, integrated, and multidisciplinary approach. Beyond the actual safeguarding operations, the plan of action takes account of the problems of a socio-economic nature and the aims to generate an impetus for development for the benefit of the communities.

The perception of a cultural site, which in former times, was limited to religious monuments and those related to political authority, has been extended. It now includes common buildings or garden constructions such as dwellings and workshops, as well as tiny shops. This parallels current theoretical movements that have expanded the time periods that are considered worthy of interest, which now include 20<sup>th</sup> century buildings and modern architecture.

At the International Conference on World Heritage and Contemporary Architecture, held in Vienna, Austria from the 12<sup>th</sup> to the 14<sup>th</sup> of May 2005, the Chairman of the World Heritage Committee, Mr. Themba Wakashe, explained in the session dedicated to “managing the historic urban landscape” that there is an increasing and intensifying debate with regard to the rapidly changing face of historic cities in many parts of the world. From the London skyline to Beijing’s, or Suzhou’s transformation, public discussion is taking place about new urban and architectural

developments and the extent to which change is possible in order for cities to maintain their historic character and identity.

In this trend, railway stations, factories, and ancient harbours are now regarded as cultural sites insofar as they testify not only to architectural importance, but they have also impacted on economic and social life. Accordingly, in the same way as archaeological sites, all cultural sites with recognized value should now be protected without fail as a legacy for future generations.

A city's future should, therefore, be based on its identity and particular features in order to preserve what may be called its "urban landscape." "Urban heritage" should be the starting point for the development of all urban policy. Heritage and its "accumulation" over time—the history of its buildings, streets, districts, and residents—should be regarded as the force and foundation of all sustainable development of historic cities and their future.

The uncontrolled frenzy of construction, land speculation, and massive rural to urban migration or excessive tourist development, has resulted in ecological, aesthetic, and cultural disasters at the very heart of historic cities. The need to harmonize the new economic and social needs of inhabitants with the original urban pattern, without compromising identity and authenticity, is now a major challenge. In view of the special and elemental role of culture in enhancing the quality of life, strategies should be worked out to protect historic centres and promote spaces for encounter and exchange so that the city's cultural identity may be grounded in its history, architecture plurality, and diversity. This should enable the development of the historic heritage of cities to be regarded as a vector for sustainable development.

### *Conclusion*

It is worth investing in the preservation of cultural heritage. Heritage, whether tangible or intangible, is increasingly perceived and used as an economic resource. In less affluent countries, however, economies cannot afford to invest in conservation on the same scale as it is done in Western countries. Moreover, spending funds on historic preservation remains difficult to justify in the midst of poverty. Additionally, we should be reminded that the fight against poverty is one of the UN Millennium Development Goals. As a non-renewable resource, heritage preservation has not always been approached in the most equitable and sustainable way. As a development asset, it should help meet the needs of poor communities and broader society. Heritage is a form of cultural capital