Measuring the Economic Benefits of Archaeological World Heritage Sites

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**Why WH Economic Benefits Matter**

WH economic benefits can contribute to priority World Bank and UN poverty alleviation goals

- 98 WB developing countries contain 166 WH sites, including 122 cultural sites
- 49 UN LDCs contain 67 WH sites, including 41 cultural sites

**WHS and ICAHM**

- International Scientific Committee on Archaeological Heritage Management (ICAHM) advises ICOMOS on the management of archaeological sites
- ICAHM concerned absence of clear local economic benefits deters WHS in less developed countries
Why Measure WH Economic Benefits?

- Tourism can challenge preservation without significant local economic benefit
- Record of local economic benefits especially uneven in rural locations and developing countries

Prior WHS Assessments

Calculate economic benefits as function of marginal pre- and post WHS listing tourism

- Volume of tourists
- Average daily spending
- Average length of stay

Total of direct, indirect and induced economic effects
Prior WHS Assessments

- Show evidence of inconsistent marginal effect (1-5%) that may not off-set costs
- But most assessments rendered inconclusive by data problems
- Record of especially uneven in rural developing countries

ICAHM AWHS Research

November 2008

- Research begun to better measure economic benefits of archaeological WH sites
- Revealed preference Before-After-Control Impact (BACI) assessments
- Quantify economic benefits of tourism gains
- Address data concerns through scale and diversity
- International mix of MBA student researchers
Hadrian's/Antonine's Walls
UK

Mount Wuyi
China

Kii Sacred Sites
Japan

Volubilis
Morocco

Ancient Nara
Japan

Fuerte de Samaipata,
Bolivia

Waitangi Treaty Grounds
New Zealand

Info Studied vs. Info Needed
**Best EIAs of Little Value**

Don’t yield info most critical to local managers

- Local benefit vs. pass through?
- Tourism with best local benefits?
- Local economic gaps?
- Archaeo-tourism market trends?
- How to use WH brand?

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**Volume doesn’t equal Benefit**

- 1 million visitors/year
- Average stay 20-30 minutes
- About 50% of paid visitors never go beyond the visitor center/car park
- Low benefit “tour-asion”
“Balance heritage conservation with development”

Heritage’s Triple Bottom Line

- Development
- Education
- Conservation
AWHS Cluster Analysis

Clusters are trading networks of local businesses and employees

- Establishment level analysis reveals beneficiary demographics - employment, wages, ownership
- Captures pervasiveness of local economic benefits and extent of indigenous population participation
- Delineates areas of unrealized economic potential for targeting development
AWHS Cluster Anemia

Sites in less developed areas can lack the economic capacity to benefit from heritage tourism

- Thin cluster – unavailable goods/services
- Non local ownership = profit exportation
- Nonexistent or low value heritage offerings
- Dependence on high cost/low benefit segments

AWHS Cluster Upgrades

Increase local benefits by...

- Filling cluster gaps with local enterprises
- Enhancing value of heritage tourism portfolio
- Focusing on goal convergent tourism activities
- Gains of 3X to 10X in benefits
Archaeology: the R&D of Heritage Tourism

Hadrian’s Wall WHS Cluster

- Coordinated local lodging promotion
- Branded transportation serving site wide tourists
- Regional artisan products program
- Experiential tourism emphasis
- Integration of archaeological sites at numerous locations with variety of offerings
**Triple Bottom Line Research Agenda**

- Comparative cluster outcome analysis
- World Heritage brand value survey
- Archaeological field school impacts
- Archaeo-tourism market
- AWHS development training program
- Archaeology artisan craft valorization
- Archaeological financing vehicles
- “Heritage and Development” symposium series

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**Comparative Cluster Outcome Analysis**

Tourism Revenues In VS. Local Economic Benefits Out
Archaeo-Tourism Market

Archaeological Institute of America Tours

WANT TO EXCAVATE? ...at one of the most archaeologically exciting sites in Europe! CLICK HERE

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The Best in Educational Travel

AWHS Sustainable Development Training

Sustainable development training for managers of archaeological World Heritage Sites in LDCs

Modeled on:

- World Heritage Centre Business Skills for World Heritage Programme
- UNITAR Hiroshima Series on the Management and Conservation of World Heritage Sites
“Heritage and Development” Symposium

Questions?

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