

THE ROLE OF ARCHAEOLOGY IN THE DEVELOPMENT OF WORLD'S CULTURAL TOURISM

By:

Abdulmalik Abdulmalik. A.

+2348137590413

Email: juristabdulmalik27@gmail.com

And

Ebbah Emmanuel

+2347036224475

Email: emmanuelebbah@gmail.com

**Department of Archaeology
Ahmadu Bello University, Zaria**

Abstract

Archaeology is concern about the preservation and promotion of World's heritage. This discipline is all about the identification, preservation, decolonization, publication, and stewardship of cultural resources which in turn referred to as cultural tourism. This paper tends to address the role of archaeology in the development of world's cultural tourism as the basic focus. It also addressed the impact of the development of cultural tourism, challenges of the development and also concluded with the basis of the need to solve the problems facing the development of cultural tourism. This paper is an output of many literatures reviewed on the concept of cultural tourism and archaeology.

Key Words: Archaeology, Cultural resources management, World Cultural Tourism, Impact and Challenges.

Introduction

Archaeology can be a subsidiary activity within Cultural Resources Management (CRM). Cultural resources management archaeologists frequently examine archaeological sites that are threatened by development; accounts for most of the archaeological research done in the world and has helped preserve much of that nation's history and prehistory that would have otherwise been lost in the expansion of cities, dams, and highways (Kris, 2017). Among the goals of archaeology are the stewardship, publication, identification, preservation, and maintenance of cultural sites on public and private lands, and the removal of culturally valuable materials from areas where they would otherwise be destroyed by human activity, such as proposed construction. This study involves at least a cursory examination to determine whether or not any significant archaeological sites are present in the area affected by the proposed construction. If these do exist, time and money must be allotted for their excavation. If initial survey and/or test excavations indicate the presence of an extraordinarily valuable site, the construction may be prohibited entirely in some part of the World.

Tourism has been defined generally, as the terms which goes "beyond the common perception of tourism as being limited to holiday activity only", as people "traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure and not less than 24 hours, business and other purposes" (WTO, 2009). Tourism can be grouped accordingly, to both cultural and natural resources. Although, it is generally acceptable that cultural resources are offshoot of natural resources, but the slight different between the two could be the application, uses, and modification by man on the natural resources that makes it cultural

resources and these resources once attracts visit of people over time (on a location) will be referred to as Cultural tourism.

Thus, the purpose and functions at which the center (tourism center) performs determine the classification of the tourism and these include: Agritourism, Birth tourism, Culinary tourism, Cultural tourism, Dark tourism (also called "black tourism" or "grief tourism"), Eco tourism, Extreme tourism, Geotourism, Heritage tourism, Medical tourism, Film tourism, Nautical tourism, Pop-culture tourism, Religious tourism, Sex tourism, Slum tourism, Sports tourism, Textile tourism, Virtual tourism, War tourism, Wellness tourism and Wildlife tourism, among others.

Role of Archaeology in the Development of Cultural Tourism

Archaeology is the discipline concerned about the development and documentation of human's culture of both prehistoric and historic era. The discipline has a branch referred to as Cultural Resources Management, which is shadowed with many responsibilities of the development of World's cultural tourism. Thus, the place of archaeology in the development of cultural tourism can be seen as follows:

Discovery of Tourism Objects and Sites

Archaeology is concerned about the identification of sites where the activities of man could be traced in the past. Before a tourism centre could have been declared as tourist centre, it has to be identified and the best discipline engaged in locating tourism centre is archaeology. Archaeologist locates tourism centres through accidental discovery, field walking and working, oral tradition, Holly books, legend, story books, among others. Aside of the centres, many numerous material cultures were also kept in different museums serving as tourist attraction

centres in the World were also identified by archaeologist. However, archaeology is the soul of cultural tourism development by identifying several tourism centres of the World and in some cases, material remains that were kept at different locations of the World. Example of archaeological identifications include: Lake Ontotion, Chang Mai of Thailand, Western Wall of Jerusalem, Big Ben of London, Sugbo-Eredo and Tukur Site of Nigeria, Dufuna Canoe of Yobe in Nigeria among others.

Preservation of Tourism Objects and Sites

Archaeology is also concerned with the preservation of the material remains or the entire settlement occupied by the people of the past. Archaeology also contributes to the development of World's cultural heritage through the preservation of both the tourism centres and their objects. Thus, if a tourism centre is identified without been preserved against vandalizations, destructions, damages and many more, most of the World Cultural tourism objects and sites might have been found destroyed or damaged today. Archaeologists have assisted in preserving many World Heritages such as: the Sugbo-Eredo of Ijebu Ode in Nigeria, Dufuna Canoe of Yobe in Nigeria, Pyramid of Kuhfu in Giza of Egypt, among others.

Publications

One of the main ethical requirements of every archaeological investigation is publication. Archaeologists are mostly concerned with the publication of their results of the investigation. Mostly when sites is been identified, preserved and what follows is publication. Through, this ethics of archaeological research, archaeologist have assisted in publishing many tourism centers of the World and as well as tourist attraction objects at different locations in the World. The statute of Queen Mother Idia in France, Terracotta of Nok Village in Nigeria, Iron Furnaces of

Buhaya in Tanzania among many more have become attractive materials to the World through the publications of the results of archaeological investigation(s).

Stewardship

The responsibility of caring and advocating for cultural resources make archaeologist more suitable to the development of World cultural tourism. Archaeologists are personate with connoisseurship of promoting and protecting cultural heritage of the World. Many World Tourism centres and tourism attraction objection have been catered for and advocated through archaeology.

Accountability

This ethical requirement among the ethics in archaeology also contribute to the development of World cultural tourism as many of the material remains that were housed today at different tourism centres of the World were identified by archaeologist from different part of the World and if all these material remains, were personalized by archaeologist without been presented to the World as heritage of the World might not have contribute to the development of World cultural heritage.

Decolonization

Another area of interest of public archaeology is decolonization of archaeology to the people of community and public at large. Many archaeological sites and material remains that might stand out as World tourism have been destroyed by most communities because of their ignorance and at times loss of interest regarding the past culture. However, archaeology assists in preserving

many of these sites today through decolonization of what archaeology is and the significance of cultural heritage to the development of World cultural tourism.

Impact of the Development of World Cultural Tourism

This aspect of presentation tends to answer the question of: why developing the World's cultural tourism? The development of World cultural tourism served as a part of the service sector (Dimitri, 2008). It has become an important source of income for many regions and even for entire countries. The Manila Declaration on World Tourism of 1980 recognized its importance as "an activity essential to the life of nations because of its direct effects on the social, cultural, educational, and economic sectors of national societies, and on their international relations (UNWTO, 1999).

Tourism brings large amounts of income into a local economy in the form of payment for goods and services needed by tourists, accounting as of 2011 for 30% of the world's trade in services, and, as an invisible export, for 6% of overall exports of goods and services (UNWTO, 1999). It also generates opportunities for employment in the service sector of the economy associated with tourism (Alison, 1990).

The hospitality industries which benefit from tourism include transportation services (such as airlines, cruise ships, trains and taxicabs); lodging (including hotels, hostels, homestays, resorts and renting out rooms); and entertainment venues (such as amusement parks, restaurants, casinos, shopping malls, music venues, and theatres). This is in addition to goods bought by tourists, including souvenirs. On the flip-side, tourism can degrade people (Alison, 1990) and sour relationships between host and guest (Smith, 2003).

Challenges of World Cultural Tourism Development

Lack of resources/ facilities is one of the challenges facing the development of World cultural tourism as many sites and resources might be identified but the resources for the preservation and promotion are mostly problem in society, most especially in Nigeria. There is always problem of sponsorship of several projects in order to identify more tourism centres and materials, and to promote them. Also, there is problem of insecurity most especially in Nigeria and this constitute to the damages of cultural resources and the lack of security also contribute to the looting of Nigerian resources. Government interest and communal is also an additional problem of the development of cultural tourism most especially in Nigeria.

However, to earnest for the development of World cultural tourism these challenges among many have to be addressed at both local and international level for the benefit of the World and the respective regions or countries.

Conclusion

The role of archaeology in the development of tourism, cultural tourism, World heritage and cultural resources development cannot be over emphasized. This is because archaeology is seen as a discipline that deals with culture and cultural development in society. This discipline therefore requires to be promoted as to contribute more greatly to the development of cultural tourism as discussed above; and the identified challenges of the development of the cultural tourism have to be addressed so as to be earnest for the development of the World.

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