

## **Book Review**

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**Archaeology and Tourism: Touring the Past**  
**by: Dallen J. Timothy and Lina G. Tahan**  
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**by Channel View Publications, UK, 248pp**  
**\$64.09 (paperback)**  
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*Archaeology and Tourism: Touring the Past* was published by Channel View Publications in 2020 and is part of the Tourism and Cultural Change (TCC) series. The book was edited by leading international scholars in the fields of archaeology and tourism or archaeotourism. The book looks at archaeological sites in relation to the economics and marketing of sites and destinations, interpreting the significance of sites, explaining volunteer and religious tourism and exploring perspectives on archaeology and tourism. It has made a significant contribution to the development of archaeotourism at potential sites. It adds to the understanding of archaeotourism from both a philosophical and a practical perspective and contributes to the sustainability of conservation sites. These topics are covered in 13 chapters written by scholars who are actively involved in disciplines including archaeology, tourism, marketing and anthropology. Most are from the UK authors, but experts from the USA, Australia, Italy and France are also represented.

Archaeologists offer practical approaches to enable us to explore and explain the history of human habitation on Earth. As a result of the work done by archaeologists, both national and international visitors are increasingly willing to travel to archaeological sites, which criss-cross the world, and these sites have therefore become tourist attractions. This demand has led to the development of archaeological tourism (archaeotourism) at sites across the world, and to a need to combine archaeology and tourism in order to properly conserve and manage historical remains in a sustainable way.

Every chapter has a separate conclusion containing a summary of the chapter and each chapter is divided into small subtopics so that the main idea of the chapter can be easily grasped. Every chapter is clearly written, with relevant examples enabling the reader to access new knowledge in a way that can be easily understood by people from a range of backgrounds. This is very important because the tourism industry is relevant to many professional groups, including university students, researchers, and interested community members around the world.

Chapter 1 briefly yet thoroughly explains the current status of the field in terms of how tourists are engaging with archaeological sites and how they can protect archaeology for future generations, given the demand for archaeological tourism. The authors of Chapter 1 include a range of photographs to enable readers to set the overall focus of the book. In Chapter 2, the author provides background information to enable readers to understand the relationship between archaeology and tourism and archaeologists and tourists, and thereby to better understand archaeotourism. It has explained gaps between archaeology and tourism which related to archaeological resource management and public presentation. Laurence Gillot, also makes the case that archaeology and tourism need archaeologists, politicians, planners, tourism entrepreneurs, visitors and local communities to work collectively to ensure the sustainability of archaeological heritage-based tourism. This provides a good foundation for later chapters in the book. In particular, Chapters 3, 5 and 6 discuss mainstream issues in archaeotourism, such as its economic benefits, marketing, and volunteering in the industry. The author highlights the fact that future work will require collaboration between archaeologists, politicians, planners, tourism entrepreneurs, visitors, and local communities.

The impact of contemporary human interactions with archaeological sites is extremely problematic. Therefore, the authors of Chapter 9 discuss the archaeological impacts of tourism, and Chapter 10 discusses how the industry can make a commitment to conserve archaeology for future generations given the demands of tourists. The most important points in Chapter 10 address how to involve stakeholders in archaeotourism. Chapter 11 is most important and is totally different from the other chapters. This chapter discusses how the way an archaeological site is presented to tourists can impact not only their interpretation of the significance of the site but also they way they interact with the site, and this can help to avoid negative impacts on the physical sites. Hence this chapter discusses the philosophies, meaning, and types of media used to interpret sites in the archaeotourism industry. The last chapter of the book, Chapter 13, discusses perspectives on archaeology and tourism. This chapter further explains that over tourism – one of the impacts of tourism on archaeological sites – is not limited to archaeotourism but is also seen in the niche tourism industry (Sumanapala and Wolf, 2019, 2021). The authors describe sites such as Barcelona and Amsterdam that are already congested due to tourism activities; however, the authors not only describe such sites but also discuss solutions that have already been implemented, such as demarketing. Consequently, the latter part of the chapter explains future considerations in the field of archaeotourism, such as how climate change impacts the industry; and new technological innovations that enhance visitor management at archaeological sites. This background information is vital for researchers trying to develop sustainable archaeological tourism for future generations. Overall, this book looks at ways to think about the development of archaeotourism through a variety of lenses and supports the development of archaeotourism and the sustainable conservation of archaeology for future generations. The book is highly recommended for people who are interested in archaeotourism studies, including newcomers and practitioners as well as site managers at sites promoting archaeology-based tourism around the world.

## **References**

- Sumanapala, D. and Wolf, I.D. (2019) 'Recreational ecology: A review of research and gap analysis', *Environments*, Vol. 6, No. 7, p.81.
- Sumanapala, D. and Wolf, I.D. (2020) 'Think globally, act locally: Current understanding and future directions for nature-based tourism research in Sri Lanka', *Journal of Hospitality and Tourism Management*, Vol. 45, pp.295–308.