GUIDE TO BEST PRACTICES
FOR ARCHAEOLOGICAL TOURISM

Introduction

Archaeological sites and historic places are major tourist attractions worldwide. In the past few years, visits to historical sites have ranked third—after dining in restaurants and shopping—among the most popular activities for Americans traveling abroad. The number of people who visit archaeological sites rises every year, and this increase can have significant negative impacts. In many instances, increased visits have led to damage at sites and often portions of sites have to be closed to the public to prevent further deterioration. In extreme cases, entire sites have been closed.

Sign at Bandelier National Monument urges visitors to obey park guidelines.

The popularity of archaeological sites as tourist attractions makes them valuable sources of revenue, but economic exploitation of sites is often not matched by reinvestment in proper site management to ensure the protection of sites and their continued enjoyment by visitors. Archaeological sites are fragile resources, and inadequate site management will result in deterioration—or even destruction—of the site and its social, historical, educational, and economic potential.

With these concerns in mind, the ARCHAEOLOGICAL INSTITUTE of AMERICA (AIA), ARCHAEOLOGY, and the ADVENTURE TRAVEL TRADE ASSOCIATION (ATTA) created this manual of good practices for those managing and visiting archaeological sites. It outlines measures that allow for proper, sustainable archaeological tourism. The guide is intended for tour operators who wish to incorporate archaeological sites in their tour packages, for tour guides who lead people through the sites, for tourists who want to see these sites first hand, and for site managers charged with the maintenance and protection of sites. In conjunction with adequate and properly funded site-management plans, these guidelines will help ensure that the public enjoy the experience of visiting ancient places for generations to come.

Who are the AIA, ARCHAEOLOGY, and ATTA?

The ARCHAEOLOGICAL INSTITUTE of AMERICA (AIA) is North America's oldest and the world's largest archaeological organization. The Institute was chartered in 1906 by Congress in recognition of its work in developing the American Antiquities Act, a cornerstone in the preservation of archaeological sites in the U.S. Today, the Institute has over 200,000 members and subscribers in more than 100 local societies. It promotes an informed public interest in the cultures and civilizations of the past, supports archaeological research, fosters the sound professional practice of archaeology, and advocates for the preservation of the world's archaeological heritage.

The AIA's award-winning magazine, ARCHAEOLOGY, brings the excitement of archaeological discovery to an audience of nearly 750,000 readers worldwide. Its readers are a diverse group who thrive on varied cultural and artistic experiences, including travel to exotic locations. The AIA and ARCHAEOLOGY websites reach a combined annual audience of 2.4 million visitors with 7.4 million page views.

The ADVENTURE TRAVEL TRADE ASSOCIATION (ATTA) is a membership organization for companies in the adventure travel area. While seeking to promote and grow the adventure travel market, ATTA is working to provide a unifying voice for the industry that promotes and facilitates knowledge sharing and a common vision, defines "adventure travel" and establishes "best practices" and operating standards, and encourages sustainable and environmentally and culturally sensitive adventure travel practices.

Part 1: Archaeological Tourism

What is Archaeological Tourism?

Archaeological tourism (sometimes labeled "archaeotourism") is travel that focuses on visiting and experiencing ancient sites and historical places. The motivating forces behind archaeological tourism are a passion for the past and an interest in learning about the ancient or historical cultures that inhabited the area being visited. "Archaeotourists" are also attracted by the exotic (and often hard to access) nature of the locations in which many archaeological sites are found and often desire unique experiences. Archaeological tourism may include visits to museums, places of historical significance, historically and archaeologically focused parks, and even attendance at traditional dances, festivals, and other events.

Bison from Altamira in Spain. The cave was closed to visitors in 1977 and reopened with limited access in 1981. An exact replica of the cave, completed in 2001 is open to visitors.

While archaeological tourism is not new, its scale and scope have grown dramatically in recent years. Hundreds of thousands of tourists now visit archaeological sites annually and archaeological tourism has become a lucrative business. Archaeological tourism is often incorporated into the larger fields of ecological tourism, geotourism, and heritage tourism. Many countries offer combinations that allow the visitor to enjoy a region's natural and cultural wonders.

Archaeological tourism raises awareness of our shared cultural heritage and encourages people to visit archaeological sites and historical places, but also subjects these precious resources to increased stress. Currently, the growth in tourism to archaeological sites has not been counter-balanced by appropriate revisions to guidelines and laws that mandate "good practices" for visiting sites. This largely unregulated tourism has led to the deterioration and destruction of sites. In some cases local authorities have been forced to close the sites to visitors and promote them in other ways including, as at Altamira in Spain, the creation of exact replicas of the site.

What are some key concepts to keep in mind while managing or visiting an archaeological site?

There are three essential principles that should guide people's behavior at archaeological sites regardless of whether they are site managers, tour operators, or visitors.

1. **Archaeological sites and historical places are finite, fragile, and non-renewable resources: Archaeological sites and historical places are unique and irreplaceable.** Destruction of a site is permanent and irreversible. It is important to remember that sites are fragile and vulnerable to exposure to elements, looting, and irresponsible/unrestricted tourism. Destruction of sites results not only in the loss of the physical remains but also the information that may have been gleaned from examination and study of the area. The loss of information is just as critical as the loss of sites as it affects our understanding of the cultures that built them.

Trash at an archaeological site.

2. **Archaeological sites exist within a larger setting that includes both the environment and the local communities:** Good practices must take into account the impact of archaeological tourism on the site and the natural environment in which the site is located. Guidelines for sustainable tourism should respect the values, ideals, and rights of the local communities that exist alongside the sites. Guidelines for good practices must be created in cooperation with the local population.

3. **Removal or destruction of cultural material is unethical and illegal:** Archaeological sites are generally protected by laws that prohibit the removal of any cultural (and in some cases, natural) materials. Removing or trafficking in cultural materials is illegal. Looting destroys a site and compromises the integrity of information that may be retrieved from it.

Why do we need Archaeological Tourism?

Interest: Archaeological tourism combines a passion for the past with a sense of adventure and discovery: People are fascinated with ancient and historical remains. Archaeological tourism lets visitors experience the past and allows them to share in the thrill of discovery. The sometimes inaccessible nature of archaeological sites often adds to the sense of adventure.

Revenue: Of the numerous benefits of archaeological tourism, revenue is one of the most significant and the easiest to quantify. Archaeological tourism is a lucrative business and a thriving industry. Tour operators, national and local governments, and local communities share the revenue derived from tourism, including entrance costs and other related fees and taxes. Tourism also supports the local retail businesses (hotels, restaurants, local crafts, and souvenir stores) and provides numerous job opportunities, including the recruiting and training of guides and interpreters.

Awareness: Archaeological tourism also creates less quantifiable benefits such as increasing awareness of an area that may otherwise have been under-appreciated as a travel destination. Increased attention can translate into income as more travelers visit the area. National and international exposure of a site can also lead to greater investment in its upkeep and maintenance by local and national governments.

Community Development: Increased attention to an area can strengthen local identity as communities in the vicinity of the sites become involved and invest in the maintenance and upkeep of a site that directly benefits them. Local communities may also create programs that supplement visits to archaeological sites. Thus, archaeological tourism is an opportunity for community and regional development. Good tourism plans must encourage full participation by local business and civic groups.

Tour Operators and Tourists: Benefits of archaeological tourism are not limited to the local communities and national governing agencies. Tour operators (financially) and tourists (experience) also benefit from visiting archaeological sites. A well-planned visit increases tourists' awareness of the people who built the site, the local environment, and the local resources that complement the visit. Providing visitors with a well-rounded experience creates a better-informed and satisfied traveler.

What are the possible dangers of archaeological tourism?

Damage to sites: Increased tourism can lead to damage and general deterioration of the sites. Archaeological sites are fragile resources susceptible to damage caused by changes to their environment. People interested in visiting sites must be made aware of the fragility of these resources. Good archaeological tourism should consider the ability of sites to withstand tourist traffic. When tourism is unregulated, sites can be damaged. Some sites have restricted access. Stonehenge is now surrounded by a fence to prevent visitors from approaching the standing stones. In extreme cases, sites have been closed to visitors. Several cave sites in Europe (Lascaux, Altamira, etc.) have been closed to prevent damage to their prehistoric paintings.

Looting and vandalism: Increased awareness of a site could attract looters and vandals. Good site-management plans should provide for site security. Also, it is important to remember that while many countries have strict laws against looting and vandalism, they often cannot enforce them properly. Tour operators and visitors must monitor themselves and members of their group.

Before and after images showing vandalism in Najtunich, a cave in Guatemala containing ancient Maya paintings and inscriptions.

Misinterpretation: Incorrect and inadequate interpretation of a site detracts from the overall enjoyment for visitors. Proper interpretation involves training tour guides and using appropriate and accurate signage and must be integrated into archaeological tourism programs.

Part 2: Archaeology 101

This section of the guide defines important archaeological terms and ideas relevant to creating tourism guidelines.

What is Archaeology?

Archaeology is the careful and methodical study of ancient culture through their physical and material remains (material culture). Material remains are objects created or modified by humans. These are divided into two categories:

> 1.) artifacts—objects that are portable, and
> 2.) features—objects that generally cannot be moved.

Modern archaeology also takes into consideration the larger setting in which ancient cultures existed since people interacted with and modified the landscape and environment in which they lived. Examining the nature, scale, and timing of these changes contributes to an increased understanding of ancient societies.

In the U.S., archaeology is one of four branches of anthropology. The other three are:
> 1.) cultural anthropology—the study of existing cultural groups,
> 2.) biological anthropology—the study of human skeletons and other bodily remains and the study of the evolution of humans and primates, and
> 3.) linguistics—the study of language and its development and function within human culture.

What is an archaeological site?

An archaeological site is any area where evidence of ancient human activity is present. In the U.S. any area with evidence of human activity prior to 1950 is considered to be an archaeological site and part of the archaeological record. Sites vary in size and significance and can range from a scatter of artifacts on the ground surface to entire ancient cities.

How are sites found?

Sites are discovered through walking surveys of the land, aerial and satellite photography, historical records and documents, interviews with local residents for information of cultural remains of which they are aware, and any other sources that may record the locations of historical and ancient sites. Once sites are discovered they are mapped and sometimes excavated. Excavation is the process of scientifically and carefully digging up and recording archaeological sites, including uncovering and recording the context (the position and associations) and the provenience (the precise location) of artifacts and features.

Why are sites important?

Archaeological sites are an integral part of a region's historical and cultural heritage. The information gained from the proper investigation and study of sites is critical to the accurate interpretation of ancient cultures. Sites consist of artifacts and features that are associated with one another. Knowing an artifact's context—what was found with it, and what level it came from—assists archaeologists in dating an archaeological discovery and allows them to assess its function and significance. Loss of context strips an artifact of meaning and makes it more difficult (sometimes impossible) to determine its function. Remember that destroying a site or part of it means the permanent loss of the cultural and scientific value that the site would have provided to the local community and the larger world community.

What are the main threats to sites and context?

Any disturbance of or alteration to a site compromises its integrity and destroys contextual information. Development and looting are the greatest threats to sites. Archaeologists often have to conduct rescue archaeology projects in which as much data as possible are collected before the site is destroyed. This is not the ideal way to do archaeology and much information is lost in the process.

Looting is undertaken to acquire objects that are sold to collectors who pay for these stolen artifacts. The purchase and sale of cultural materials is illegal in most countries and there are very strict laws that govern the recovery and movement of objects from archaeological contexts. Any export of such materials from their country of origin is illegal in most cases.

Environmental changes affect archaeological sites. Changes in temperature, moisture, exposure, and any other environmental factors can negatively impact archaeological remains. For example, large numbers of people touring enclosed areas, such as tombs and caves, can damage wall paintings by changing the atmospheric conditions.

Archaeological tourism also increases the general wear and tear at sites. For example, large numbers of tourists walking across ancient walls and floors will speed up the rate of deterioration. Proper site management can minimize the negative impact of these threats. Properly planned modern walkways could lessen the deleterious effects of increased foot traffic through an archaeological site.

Are all sites visible?

Visible material remains are only one part of the material culture. Most of the world's cultural heritage remains underground. For this reason, impact on sites and the areas around them should be minimized and controlled.

Part 3: Looting and the Law

Removal of cultural property without the express consent of the government or local authority is considered looting. In the U.S., private property laws allow for landowners to remove cultural materials from their land, but this is not true in most countries around the world. Cultural materials usually belong to the state and cannot be moved without the consent of the governing body. See www.unesco.org/culture/natlaws for more information on this topic.

Several international conventions have been enacted to combat the theft, illicit exportation, and trafficking of cultural property as well as to promote the restitution of objects to their countries of origin. While these do not directly address archaeological tourism, they highlight some potential dangers associated with increased travel to sites. See www.getty.edu/conservation/research-resources/charters.html for more information on this topic.

- Convention for the Protection of Cultural Property in the Event of Armed Conflict (The Hague Convention 1954) and Protocols
- Convention on the Means of Prohibiting and Preventing the Illicit Import, Export and Transfer of Ownership of Cultural Property (UNESCO 1970)
- Convention Concerning the Protection of the World Cultural and Natural Heritage (UNESCO 1972)
- Convention on Cultural Property Implementation Act (CPIA, 1982)
- A Charter for the Protection and Management of the Archaeological Heritage (ICOMOS-Lausanne 1990)
- UNIDROIT Convention on Stolen or Illegally Exported Cultural Objects (UNIDROIT 1995)
- International Cultural Tourism Charter (ICOMOS 1999)

Additionally, individual countries have enacted legislation to address the problem of illicit trade within national borders and have negotiated bilateral agreements to help stem the flow of smuggled artifacts internationally. A list of the United States' bilateral agreements and emergency import restrictions can be found at http://culturalheritage.state.gov.

One of the earliest statutes established in the United States to protect ancient sites and historical places was the American Antiquities Act of 1906. The Act protected sites found on federal lands, provided government and political support for American archaeology, defined archaeological resources as noncommercial, and put restrictions and requirements on who could excavate, how excavations should be performed, how removal should be performed, and what happens to the removed objects. For more information go to http://www.archaeology.org/antiquitiesact/index.html.

Other U.S. statutes include:

- National Historic Preservation Act (1966)
- Archaeological Resources Protection Act (1979)
- Cultural Property Implementation Act (1982)
- 97-446 [H.R. 4566], 96 Stat. 2329 (approved January 12, 1983)
- Native American Graves Protection and Repatriation Act (1990, amended in 1992)

The best resource for reviewing these statutes is a publication entitled "Federal Historic Preservation Laws" (http://www.nps.gov/history/local-law/fhpl.htm) that was compiled and released by the U.S. Department of the Interior and the National Parks Services' Cultural Resources Program. It brings together the major federal archaeological and historic preservation laws that govern a national program to coordinate and support public and private efforts to identify, evaluate, and protect our historic and archaeological resources.

Part 4: Good Practices

Archaeological tourism is currently not subject to any universal, comprehensive planning regarding site visits. While specific guidelines vary by region and site, there are a few international laws, statutes, and treaties that govern heritage tourism, which includes archaeological tourism. In 1992, the World Tourism Organization issued a publication entitled Guidelines: Development of National Parks and Protected Areas for Tourism. This comprehensive document discussed the benefits of tourism and weighed these benefits against the costs. The WTO document recommended strategies for minimizing adverse impacts and encouraged proper visiting practices and interpretation of archaeological sites and historical places.

The AIA, ARCHAEOLOGY, and the ATTA have applied the ethical standards of archaeology to archaeological tourism, creating guidelines for managing and visiting sites with input from archaeologists, conservators, tour operators, national governments, local businesses, civic groups, and local communities. An archaeological site should be considered a common resource, one that benefits everyone and, by extension, one for which everyone is responsible.

The guiding principles for responsible archaeological tourism:

1. **Preserve and maintain the site:** Proper practices should minimize impact on the site and ensure its protection and preservation. This includes making sure that the site has adequate infrastructure to support visitors.
2. **Support site preservation efforts:** Don't do anything that would negatively impact local efforts to preserve the site. Support these efforts and encourage visitors to also support them.

Looter's trench at a site in Peru.

3. Balance economic considerations with cultural heritage concerns: Make certain that the site can accommodate your group without being adversely affected.
4. **Encourage and support community involvement:** Ensure that the local community is involved in the creation of tourism guidelines. Encourage the participation of local civic groups and businesses in planning the future of the site and make sure that they benefit from the efforts. Local investment in a site, financially and philosophically, will aid site preservation and protection efforts greatly.
5. **Provide proper interpretation:** Visitors traveling to a site are expecting an authentic experience. Their experience is enhanced by proper site interpretation and by providing extra experiences that allow them to get a better understanding of the cultures that built the site. Proper interpretation is a critical component of an authentic experience and site managers and tour operators should ensure that interpretations are accurate and current. Often, dramatic or fantastic interpretations are offered in an effort to make sites more exciting or mysterious, but such interpreta-

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tions are usually not supported by scientific research and may give visitors an incorrect impression of the site.

6. **Encourage education and understanding of sites:** Visitors (and tour operators) should be encouraged to learn more about the areas they are visiting before they embark on the tour. Supplementary materials should be provided ahead of time rather than at the sites.

RECOMMENDATIONS AND GUIDELINES FOR THOSE INTERESTED IN MANAGING AND VISITING ARCHAEOLOGICAL SITES

Site Managers

The goal for site mangers is to present the archaeological site in an accessible manner without compromising its historic, cultural, social, and physical integrity. To do this properly, a comprehensive site-management plan that takes into consideration everything from visiting hours to interpretive centers must be in place before a site is opened to the public or included in a list of "must-see" destinations. Among other things, plans have to consider:

Site Details

- How many hours each day will the site be open to the public?
- How many visitors are allowed at the site each day?
- Are there enough staff members to ensure that site visits will be properly supervised?
- How does transportation to the site (cars, buses) impact the cultural resources and natural environment?
- Are there adequate facilities for visitors (food, water, restrooms, medical facilities, etc.)?
- Is the site secure?

Interpretation

- Are there appropriate numbers of trained guides to take people through the site?
- Is there an interpretive center/museum at the site?
- Is the interpretation provided accurate and current?
- Are there adequate and appropriate printed guides and maps for the site?
- Does the site have clear and appropriate signage?
- Are there clearly marked trails and paths that can guide a visitor around the site and protect sensitive and fragile areas?
- Are proper visiting guidelines clearly displayed at the site?
- Are copies of the guidelines easily available to the visitors?

Community Involvement

- Are there supplementary activities designed to enrich and enhance visits to the site?
- Site managers should promote community involvement and public awareness and interest in the site. This includes identifying local partners who can assist with the long-term preservation of the site. Managers should create a plan for the future development and use of the site. All programs, plans, and initiatives should be undertaken with the cooperation and participation of the relevant government agencies and in accordance with the laws that govern such activities.

Resources for Site Managers

Cultural Heritage Policy Documents
http://www.getty.edu/conservation/research_resources/charters.html#1950
http://www.international.icomos.org/charters.htm

GCI Conservation and Management of Archaeological Sites Bibliography.
Compiled by Martha Demas. Los Angeles: The Getty Conservation Institute, 2003. (available in pdf)
http://www.getty.edu/conservation/publications/pdf_publications/archaeology_bib.pdf

The Bibliography is a comprehensive guide to available sources for information about conservation and management of archaeological sites (including archaeological heritage management, archaeological site management, assessment of significance, assessment of physical condition, conservation principles and practices, and site-specific studies) as well as methods and techniques for protection and stabilization (including reburial of archaeological sites, erosion control and site stabilization, consolidation and stabilization of structures, vegetation control, and protective roofing and shelters).

Tourism at World Heritage Cultural Sites: The Site Manager's Handbook Colombo
The ICOMOS International Scientific Committee on Cultural Tourism, 1993. (available in pdf) http://www.international.icomos.org/publications/93touris.htm

Understanding Historic Buildings: A Guide to Good Recording Practice. English Heritage, 2006. (available in pdf)
• http://www.english-heritage.org.uk/upload/pdf/Understanding_Historic_Buildings_1.pdf
• http://www.english-heritage.org.uk/upload/pdf/Understanding_Historic_Buildings_2.pdf
• http://www.english-heritage.org.uk/upload/pdf/Understanding_Historic_Buildings_3.pdf

Recording, Documentation, and Information Management for the Conservation of Heritage Places.
Los Angeles: The Getty Conservation Institute, 2007. (available in pdf)
Volume I: Guiding Principles
Volume II: Illustrated Examples
http://www.getty.edu/conservation/publications/pdf_publications/recordim.html

Tour Operators

The goal for tour operators, much like that for site managers, is to present a site in an interesting and accessible manner while maintaining its historic, cultural, and social value and significance. All tours should adhere to the guidelines created by site managers and local governments.

Site Details

• Tour leaders should pick sites appropriate for their clients and the nature of their tour and make sure that the desire to give clients a unique or special experience does not harm a site. It is important to identify and only visit sites that can accommodate the tour groups;
• Tour leaders should keep tours and group size to manageable numbers that the site can comfortably support;
• Tour leaders should be aware of potential dangers to the site and to the visitors. This information should be available to visitors—along with advice on how they can avoid the dangers;
• Tour operators should be aware of the physical demands that the site will make on their clients. Is the site appropriate for disabled people, children, elderly, etc.?
• Tour operators should be aware of the facilities available at sites and should communicate this to their clients;
• If facilities at a site are below normal standards, operators should consider working with site mangers to improve them before making the site a regular part of a tour package. This will provide a better experience for their clients and help to preserve the site.
• Tour leaders should be aware of their vehicle's impact on the environment and the site. Make sure there are adequate and appropriate facilities to accommodate your vehicles and appropriate infrastructure to support the traffic. If the facilities are inappropriate, consider collaboration with local governments or communities to build or upgrade them or choose a different site;
• Tour operators should make "good practice" guidelines available to all clients either before or at the start of the tour.

Interpretation

• Tour operators should have a good understanding of the sites—cultural, historical, and social significances—that are

presented to their clients;
- Tour operators should provide clients with pre-tour materials about the area and the sites that they will be seeing;
- Clients should be educated on the cultural and historic significance of the site and should be encouraged to follow all visiting guidelines prescribed by the site managers;
- Tour operators should provide visitors with supplementary educational materials and opportunities so that they understand that the site they are seeing is part of a larger context and that preserving the site is a step in preserving a larger cultural heritage;

Training tour guides

- Tour operators must train guides to properly represent and interpret the site for the visitors making sure that they understand the cultural, historical, and environmental significance of the site;
- Tour guides should be aware of all "best practices" and legal regulations that govern archaeological sites;
- Tour leaders should be well-versed about the site and the surrounding environment. They should also be familiar with local communities;
- Tour guides should know where to turn to for more information that is reliable and accurate.

Community Involvement

- Tour operators should understand and impress upon their tour guides and clients that archaeological sites are often considered to be sacred places by people in the local community and as such sites should be treated with respect;
- Tour operators should be aware of local attitudes, customs, traditions, and beliefs regarding ancient sites and historic remains.
- Operators should work with local communities and try to create holistic experiences for their clients. Community involvement will create a better experience for your clients and will help foster good inter-cultural relations. This could also help with local economic development. Tour operators should use local guides. They should also encourage clients to support local crafts people and businesses and participate in off-site cultural events and encourage communities to develop and offer such events. It is important for clients to understand that the site they are visiting may be directly connected to the people living in the area. Clients should be encouraged to contribute to local interpretive centers, museums, and other associations that are working to protect the sites;
- o foster good relations, tour operators should make sure their clients are aware of local dos and don'ts (language, physical contact, photography, etc.).

Tour Guides

The responsibility of the tour guide is to lead visitors through the site, providing them with accurate and interesting information about the site and interpretations of it. Tour guides are also responsible for the safety of the visitors and the site. Tour guides should follow all the guidelines set out for tour operators in the preceding section.

- Tour guides should have a good understanding of the sites' cultural, historical, and social significance and should be able to communicate these to the visitors;
- Tour guides should be familiar with all laws and regulations that govern archaeological sites and should follow them at all times. They should also make sure that visitors follow all laws and regulations;
- While on the tour, guides must be vigilant and supervise clients to make sure that they are not damaging the site;
- Tour leaders should be aware of potential dangers to the site and to the visitors. This information should be available to visitors—along with advice on how they can avoid the dangers.
- As with tour operators, tour guides should understand and impress upon their visitors that archaeological sites are often considered to be sacred places by people in the local community and as such sites should be treated with respect. Guides should be aware of local attitudes, customs, traditions, and beliefs regarding ancient sites and historic remains.
- To foster good relations between their clients and the local community, guides should make sure that their clients are aware of local DOs and DON'Ts (language, physical contact, photography, etc.).

Tourists

Visiting an archaeological site can be a very rewarding and educating experience. A well-planned visit will increase visitors' awareness of the site, the culture that built and occupied it, the local environment and community, and their practices and traditions.

Site Awareness

- Before you visit a site or a region try to get a basic understanding of the region's cultural and material history. Many travel guides deal specifically with the archaeology of different regions and there are publications that incorporate both the archaeological and cultural aspects of a region into their narrative;
- Ask questions about the physical demands of the tour before leaving;
- Ask your tour guide questions about how you should behave (if you have a doubt) and about the site's guidelines;
- Follow all guidelines prescribed by the tour operators and the site managers. This includes keeping to marked paths and obeying all signage.

Minimize Impact

- Never climb, sit, or stand on archaeological structures or remains;
- Never remove anything from an archaeological site. If you pick something up from the surface, return it to the same spot before you move on. It is best not to pick anything up. Also remember that removing objects from archaeological sites is illegal;
- Do not enter an area where archaeological excavations are taking place or where there are open archaeological excavations;
- Respect all signage and fences;
- Don't leave anything on the site—carry all your belongings and trash away;
- Do not take off-road vehicles, all-terrain vehicles, mountain bikes, etc. through archaeological sites;
- Report vandalism at sites—you may be the only one that sees it.

Community Support

- Support local craftspeople and businesses;
- Participate in local events that are designed to enrich and supplement your site visit. These could include re-enactments, special shows, and other cultural activities.

The "DOs and DON'Ts" noted above are a partial, not a comprehensive, listing. Generally, it is important to keep in mind the three principles that were listed at the beginning of this document:

1. Sites are fragile and non-renewable. Destruction of a site results in the loss of physical materials and all information that can be obtained from that site.
2. Sites are part of a larger context that includes both the environment and local communities. Respect both.
3. Removal of cultural materials is usually illegal and always unethical.

Don't Purchase Artifacts!

In most cases it is illegal to purchase artifacts, and visitors should not buy "authentic" objects offered for sale. If these are indeed authentic, they were most likely to have been acquired by looting sites. Purchasing a looted artifact does not help a local individual or community, it results in the destruction of archaeological sites. Buying replicas and locally produced objects supports the local economy.

Conclusion

Archaeological tourism is popular and the number of people engaging in this form of tourism will continue to grow. Increased tourism brings with it the potential for serious harm to the sites that are being visited. The guidelines and "good practices" presented here are designed to minimize the adverse impact of tourism and to encourage the creation of comprehensive tourism plans that take into consideration the archaeological site, the environment in which it is located, and the communities around it. Being aware of the potential dangers is the first step in protecting, preserving, and enjoying our shared archaeological heritage.