or the importance of looking beyond the stones

Jaime Almansa-Sánchez
Institute of Heritage Sciences
Spanish National Research Council
“We are not (only) archaeologists concerned with the study of the public any more, but professionals who actively use archaeology to affect others.” (Almansa, 2017)

WHAT CAN ARCHAEOLOGY DO FOR YOU?
WHAT IS CURRENTLY DOING FOR YOU?
If you search for ‘public archaeology’ in a library, most of the works come from the Anglo-Saxon sphere. If you analyse their bibliographies, they do so...

Aint we doing anything elsewhere?
32 countries in the Mediterranean context... different ways of doing things...
Perception...

Funcionamiento

Public
Private firm - self employee
Research Institution
University
Museum
Administration
What’s the impact of a site on its surroundings?
Integration with the environment, urban and rural
Dynamics with locals... and tourists
Conflicts
Management
The Economy falacy
WHY IS IT IMPORTANT?

TOURISM = MONEY? = COMMUNITY?

Comprehensive management strategies, coordinated and focused on real inclusivity.
VALUE? = USE = EDUCATION?

Knowing our different publics, how they relate to sites and why... [& ACTING]
IDENTITY = POLITICS = CONFLICT
Realise how we favour the creation of political discourses in many ways and their consequences.
VALUE? = MANAGEMENT = CONFLICT

Be aware of the daily conflicts around archaeology and their impact for all.
COLECTIVE? = PROFESSION

Mediate in professional conflicts to be able to improve the managerial process [comprehensively].
AS A CONCLUSION...

ARCHAEOLOGICAL RESEARCH IS NOT JUST IMPORTANT FOR A GOOD COMMUNICATION... WE NEED TO KNOW OURSELVES BETTER AS A COLLECTIVE, WORK BETTER, KNOW OUR PUBLICS, PROFESIONALISE MANAGEMENT, RESEARCH ON PUBLIC ARCHAEOLOGY, IMPLEMENT BUT ALSO EVALUATE. ONLY THIS WAY, A GOOD MANAGEMENT OF ARCHAEOLOGICAL HERITAGE WILL STOP BEING AN UNICORN WHICH EVERYBODY SPEAKS ABOUT BUT NO ONE SAW.
THANKS!

Jaime Almansa-Sánchez
jaime.almansa-sanchez@incipit.csic.es

Other references:
Web: http://www.incipit.csic.es
Academia.edu: http://csic.academia.edu/JaimeAlmansaSanchez
On Twitter: @JaimeAlmansa