

# Value and Impact of Tourism

Problems and Solutions

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# History of tourism

- Pompeii and Herculaneum depend on tourism in order to survive and gain funds for site maintenance
- In the early 19th century however, wealthy tourists of the Grand European Tour would visit Pompeii and often received specialty “viewings” of arranged skeleton remains
- More recent ‘events and activities’ within the site have included”
  - Sculptures by Polish artist Igor Mitoraj during 2016/17. While they were impressive, it begs the question, what is their impact on the site? How does the site benefit?
  - More humorously... Pink Floyd held closed concert in the Amphitheatre in 1971 and the lead singer David Gilmour returned again in 2016
- However in our modern day society, the approach to the sites have changed. Many would now argue that a site of great tragedy and archeological importance doesn’t necessarily have to act as a place of entertainment...

# Value of Tourism

*It is estimated that up to 2.5-3 million tourists visit the site every year. This adds value through...*

- Providing funding for the conservation of the site
- Providing funding (and jobs) to the local economy
- 'Pompeii Food and Drink Project'
  - Volunteer program in which tourists can work alongside classicists, architects and historians in order to research sites and engage in non-invasive site projects

# Impact of Tourism

*Due to the 2.5-3 million people visiting the site each year this impacts the site greatly*

- Millions of feet trample the mosaics and street pavements, causing them to wear down
- Camera flashes cause further deterioration to already faded wall paintings
- Tourist backpacks brush against walls
- Fingerprints and handprints on walls, columns and frescoes cause perspiration to react with ancient surfaces
- Rubbish from food stalls creates litter, attracts vermins
- Tourists climb over barriers to get into forbidden areas to get photos
- Tourists may take fragments of marble and pottery as 'souvenirs'
- Cigarette butts create litter
- Graffiti of the site
- Also 'ethical impact' as to whether or not it is ethical for tourists to visit the plaster casts, which depicts victims in their final throes of life

# Impact of Tourism - Evidence

- United Nations Official Spokesperson, Adele Lagi:
  - “Cruise tourists are wearing out the ruins of Pompeii. The entrance steps of the Temple of Apollo, in particular, have been ruined by the influx of tourists”
  - “Visitors should be diverted to other nearby archaeological sites, which are just as impressive but less crowded”
  - “Tourists should know that there’s an untapped potential: Herculaneum receives 300,000 visits annually, the Villa Poppea only 30,000”

# Solutions

*Solutions for the damage/negative impact largely relate to how the site is managed*

- Visitor maps, audio guides - to guide visitors around the site
- Sanctioning (fencing) off areas of the site - to stop visitors from going in the wrong area
- Employing guards - in order to stop tourists from causing damage to the site
- A newer modern-day approach (!) - using social media marketing campaigns to try and promote other ancient sites within Europe
- ‘Herculaneum Conservation Project’ established by the Packard Humanities Institute
  - Committed to excavating *and* preserving Herculaneum
- UNESCO
  - In 2012, UNESCO put in place emergency conservation procedures to improve the maintenance and management of the property
  - Put in place much-needed draining, hydrological and restoration works in the Pompeian houses

# Sample Questions

1. **Source A: “Tourists are wearing out the ruins of Pompeii. The entrance steps of the Temple of Apollo, in particular have been ruined by the influx of tourists” - UNESCO Official Adele Lagi**

How have conservation efforts been undertaken in order to deal with the impact of tourism at Pompeii and Herculaneum? (With reference to source A) - 10 marks

1. **Source B: “At the very heart of any understanding of Pompeii and its archaeology must be the demands of the tourist, who as Maiuri explained was the client of archaeology...” - Ray Lauren, University of Birmingham**

To what extent has tourism influenced the way the sites of Pompeii and/or Herculaneum have been managed since the 1800s? (With reference to source B) - 5 marks