THE PAST FOR SALE?
The Economic Entanglements of Cultural Heritage

MAY 15-17, 2013 AT THE UNIVERSITY OF MASSACHUSETTS AMHERST

Presented by
UMass Amherst Center for Heritage & Society
umass.edu/chs
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James Young, English Department, University of Massachusetts Amherst
ABOUT THE CENTER FOR HERITAGE & SOCIETY

Welcome to the University of Massachusetts Amherst (UMass) and to the UMass Amherst Center for Heritage and Society (CHS). The Center is a multidisciplinary initiative to craft new approaches to heritage conservation and communication around the world. CHS offers research opportunities for scholars working in heritage-related fields, such as archaeology, history, environmental science, landscape architecture, planning, European studies, Native American Indian Studies, Afro-American Studies, Classics, legal studies, public health, and public policy. Additionally, the Center provides undergraduate and graduate students with training and experience in heritage planning and management.

To learn more about the UMass Amherst Center for Heritage and Society, please visit our website at:

http://www.umass.edu/chs.

UMass Amherst Center for Heritage and Society
215 Machmer Hall, University of Massachusetts Amherst, MA 01003
phone: 413.577-1605 fax: 413.545.9494

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Sponsors

THE INTERNATIONAL COALITION OF SITES OF CONSCIENCE
The International Coalition of Sites of Conscience is a worldwide network of “Sites of Conscience”—historic sites specifically dedicated to remembering past struggles for justice and addressing their contemporary legacies.

THE JOUKOWSKY INSTITUTE, BROWN UNIVERSITY
The Joukowsky Institute for Archaeology and the Ancient World is dedicated to the academic study and public promotion of the archaeology and art of the ancient Mediterranean, Egypt, and Western Asia (the latter broadly construed as extending from Anatolia and the Levant to the Caucasus, and including the territories of the ancient Near East); our principal research interests lie in the complex societies of the pre-modern era.

MANEY PUBLISHING
Maney Publishing is an independent publishing company specializing in academic journals in materials science and engineering, the humanities, and health science. Maney is committed to publishing high quality journals in print and electronic formats that are international in scope and peer-reviewed. With offices in Leeds and London in the UK, and in Philadelphia in North America, Maney publishes extensively for learned societies, universities and professional bodies around the world.

THE SUSTAINABLE PRESERVATION INITIATIVE
The Sustainable Preservation Initiative (SPI) seeks to save and preserve the world’s cultural heritage by providing transformative and sustainable economic opportunities to poor communities in which archaeological sites are located.

US/ICOMOS
The International Council on Monuments and Sites (ICOMOS) is a non-governmental international organization dedicated to the conservation of the world's monuments and sites. The U.S. National Committee of ICOMOS (US/ICOMOS) is part of this worldwide network of people, institutions, government agencies, and private corporations who support the preservation of our global cultural heritage.
Sponsors

SOCIAl & BEHAVIORAL SCIENCES RESEARCH COUNCIL, UNIVERSITY OF MASSACHUSETTS AMHERST
The College of Social and Behavioral Sciences at UMass Amherst is home to departments and programs leading to the Bachelor of Arts. The College focuses on behavior and organization from cultural, social, and biological perspectives. Graduates of the College have strong analytic and problem-solving abilities, good human relations skills, and confidence in their ability to learn and grow in new work situations.

DEPARTMENT OF ANTHROPOLOGY, UMASS AMHERST
The Department of Anthropology was established in 1969. At the University of Massachusetts Amherst, the Anthropology Department is a four-field program, each concerned with one of the main branches of Anthropology: Archaeology, Biological Anthropology, Cultural Anthropology, and Linguistic Anthropology.

DEPARTMENT OF ECONOMICS, UMASS AMHERST
The Department of Economics is committed to advancing, teaching, and applying social science to understand and improve our economy and society. It aims to provide students and the public with tools for advancing social justice and the Commonwealth.

DEPARTMENT OF HISTORY & PUBLIC HISTORY, UMASS AMHERST
The Department of History is dedicated to cultivating students’ critical abilities, as well as their skills in core historical methodologies and analytical writing. The department prides itself particularly on its long-standing commitment to transatlantic and global history, gender and labor studies, public history and American history.

DEPARTMENT OF LANDSCAPE ARCHITECTURE REGIONAL PLANNING, UMASS AMHERST
Through integrative teaching, research, creative work, and outreach, we design and plan sustainable communities and regions. We seek integrative, regenerative, community-based, beautiful solutions to serve the ecological, economic and social needs of human as well as natural systems. Our distinctive academic department enables us to connect spatial and social forms across multiple scales, from the site to the city to the region, and from design to plan to program and policy implementation.

INTERDISCIPLINARY STUDIES INSTITUTE
The Interdisciplinary Studies Institute is a forum for faculty at the University of Massachusetts Amherst to engage with one another in a spirit of intellectual and creative adventure. We host seminars, residencies, and visiting speakers, and work with others to foster interdisciplinary work on campus.
The Challenge

The economic valuation of cultural heritage—whether protected and developed or illegally looted and exported—is among the most pressing practical research questions in the fields of both Cultural Heritage Studies and Community Development. What price in dollars or social value does heritage have in the 21st century? How is heritage marketed and sold in an era of rampant globalization and neoliberalism?

On the one hand, nations, regions, cities, and even small towns are investing significant public funds in the development and public presentation of archaeological sites, historic monuments, and historic districts in the hope of economic revitalization through tourism or increased property values. On the other, unprecedented diplomatic and legal measures are being taken to repatriate looted cultural property and put an end to the enormously profitable antiquities trade. What is happening on the ground? What types of heritage are being marketed, returned, or sold, and for what purposes? Who stands to gain from these processes?

The goal of this conference is to bring together a wide range of academics, economists, heritage professionals, development experts, government officials, and community leaders to examine the economic impacts of cultural heritage and its implications for contemporary society. Yet rather than seeing heritage-based tourism, urban redevelopment, and antiquities looting as distinct economic instances involving monetary profits or losses, we hope to encourage a trans-disciplinary discussion of the overlapping economic entanglements of cultural heritage and the broader social implications.

TOURISM
How has the need to market cultural heritage shaped communities, landscapes, and historic centers? Do common methods for drawing tourists (seeking UNESCO World Heritage status, creating destinations, building new museums, etc.) actually increase tourism? What kinds of social or economic costs does tourism give rise to, and who or what bears the burden of these costs?

URBAN REVITALIZATION
How does the promise of heritage tourism revenues lead to new ways of marketing or packaging the city? What types of (mega)projects does heritage tourism give rise to? Does it lead to ‘economic revitalization’? Who ultimately profits? And what impacts does it have on the fabric of the city?

ARCHAEOLOGICAL LOOTING, THE ANTIQUITIES MARKET, AND ITS COSTS
What does looting tell us about the needs of the communities who live on and near archaeological sites? What is the larger socio-economic context of looting in the global antiquities market? Who benefits from the movement of archaeological material from field to lab to museum?
Plenary Speakers

Gregory Ashworth
Gregory Ashworth is Professor of heritage management and urban tourism in the Department of Planning, Faculty of Spatial Sciences, University of Groningen (Netherlands). He is also visiting professor at the National Business College for Tourism and Travel, Breda, NL and a member of the CUBUS research group on the economics of heritage at the University of Brighton, UK. His main research interests focus on the interrelations between tourism, heritage, and place marketing, largely in an urban context. He is author of over 100 book chapters, 200 articles and over two dozen books, including “Pluralising Pasts: Heritage, Identity and Place in Multicultural Societies” (2007: co-authored with Brian Graham, and J. E. Tunbridge) and “A Geography of Heritage: Power, Culture and Economy” (2000: co-authored with Brian Graham; and J. E. Tunbridge). He received honorary life membership of the Hungarian Geographical Society in 1995, an honorary doctorate from the University of Brighton in 2010 and was knighted for services to Dutch Science in 2011.

Françoise Benhamou
Françoise Benhamou is Professor at Sciences Po Paris and serves on numerous boards and advisory committees for institutions such as the Autorité de régulation des communications électroniques et des postes, the Musée du Louvre, and the Institut national du patrimoine. She also serves as President of the Association for Cultural Economics International. She has written several books and articles on cultural heritage and economics. Some of her recent books include “L'Economie du patrimoine culturel,” and “Valoriser le patrimoine culturel de la France,” and “L'économie de la culture.”

Neil Brodie
Neil Brodie has held positions at the British School at Athens, the McDonald Institute for Archaeological Research at the University of Cambridge, where he was Research Director of the Illicit Antiquities Research Centre, and Stanford University’s Archaeology Center. Since 2012 he has been Senior Research Fellow at the Scottish Centre for Crime and Justice Research, at the University of Glasgow, where he is researching the criminology and economics of the antiquities market. He has published widely on issues concerning the antiquities market. He was co-author (with Jennifer Doole and Peter Watson) of the report “Stealing.” He co-edited “Archaeology, Cultural Heritage, and the Antiquities Trade” (2006, with Morag M. Kersel, Christina Luke and Kathryn Walker Tubb), “Illicit Antiquities: The Theft of Culture and the Extinction of Archaeology” (2002, with Kathryn Walker Tubb), and “Trade in Illicit Antiquities: The Destruction of the World’s Archaeological Heritage” (2001, with Jennifer Doole and Colin Renfrew). He has worked on archaeological projects in the United Kingdom, Greece and Jordan, and continues to work in Greece.

J.P. Singh
Registration & Travel Information

Please note that **presenters must register by March 30, 2013** in order to guarantee their place on the conference program. Registration includes conference attendance and program, coffee breaks, and the opening and closing receptions. There will be an optional banquet dinner held on May 16 and lunch options available on campus.

Registration is now open at: https://regstg.com/Registration/Introduction.aspx?rid=487d708b-ecbb-4e45-b4a7-17a1c54e8b9c

<table>
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<tr>
<th>Registration Type</th>
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<tbody>
<tr>
<td>Early Bird: by March 30</td>
<td>$200</td>
<td>$125</td>
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<tr>
<td>Regular: before May 1</td>
<td>$250</td>
<td>$150</td>
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<tr>
<td>Late: on or after May 1</td>
<td>$285</td>
<td>$185</td>
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<tr>
<td>May 16 banquet dinner</td>
<td>$55</td>
<td>$40</td>
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Local Area Transportation

The local public bus transportation line is PVTA: [http://www.pvta.com](http://www.pvta.com)

Taxi service is available from these local companies:

- Green Taxi: [www.greentaxiamherst.com](http://www.greentaxiamherst.com)
- Tik Tak Taxi: [http://www.amherst-taxicab.com](http://www.amherst-taxicab.com)

Child Care

Individuals in the Amherst area willing to provide baby-sitting can be found via: [http://www.sittercity.com/babysitters/ma/amherst.html](http://www.sittercity.com/babysitters/ma/amherst.html)

Sittercity works in partnership with the American Red Cross and provides information on background checks, reviews from past clients, rates charged by sitters, and other important details.

Traveling To Campus

If you are traveling to Amherst by plane, the closest airport is Bradley International in Windsor Locks, Connecticut (near Hartford). This airport is approximately 45 miles from the UMass campus. Logan Airport in Boston is approximately 90 miles from the UMass Campus. Both airports feature car rental agencies. There are also shuttles available from Valley Transporter (800-872-8752) and Seemo Shuttle (413-586-1120).

To find more details about traveling to campus by plane, bus, rail, and car, please visit: [http://www.umass.edu/visitorctr/directions](http://www.umass.edu/visitorctr/directions)

Those looking to share rides from Hartford/Bradley International Airport can post [here](http://www.umass.edu/visitorctr/directions). And those looking to share rides from Boston/Logan International Airport can do so [here](http://www.umass.edu/visitorctr/directions).
In addition to the Campus Center Hotel, there are other local options available. *It is strongly recommended that you book your room early*, as some of the nearby colleges will be holding commencement ceremonies that overlap with our conference dates. The Campus Center Hotel is located directly on the campus of the University of Massachusetts in the same building as the conference sessions. The Holiday Inn Express and Howard Johnson are a short distance from campus by car or bus.

### Campus Center Hotel
- Hotel Website: [https://hotel.aux.umass.edu](https://hotel.aux.umass.edu)
- Hotel Phone Number: 877-822-2110 or 413-549-6000
- Conference Code: HTH13C
- Rates: $112 (plus tax) per night
- Block rate is available until April 16, 2013, or until all rooms in the block have been reserved.

### Howard Johnson
- Hotel Phone Number: 413-586-0114

### University Lodge
- Hotel Phone Number: 413-586-0114

### Holiday Inn Express
- Hotel Phone Number: 413-582-0002

### Other Options
For information on additional accommodation options in the Amherst area please visit: [http://www.umass.edu/visitorctr/Area_Accomodations](http://www.umass.edu/visitorctr/Area_Accomodations)

### Share a Room
Those looking to share a room can post [here](http://www.umass.edu/visitorctr/Area_Accomodations).
Schedule of Sessions and Events

### Wednesday May 15, 2013

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>7:00-10:00</td>
<td>Registration, UMass Campus Center Foyer*</td>
</tr>
<tr>
<td>8:00-10:00</td>
<td>Simultaneous Sessions</td>
</tr>
<tr>
<td>10:00-10:30</td>
<td>Break</td>
</tr>
<tr>
<td>10:30-12:30</td>
<td>Simultaneous Sessions</td>
</tr>
<tr>
<td>12:30-1:30</td>
<td>Lunch</td>
</tr>
<tr>
<td>1:30-3:30</td>
<td>Simultaneous Sessions</td>
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<tr>
<td>3:30-5:00</td>
<td>Plenary, room 101</td>
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<tr>
<td>5:00-6:30</td>
<td>Reception, room 1001</td>
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### Thursday May 16, 2013

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<th>Time</th>
<th>Event</th>
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<tr>
<td>8:00-9:00</td>
<td>Registration, UMass Campus Center Foyer</td>
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<tr>
<td>8:30-10:30</td>
<td>Simultaneous Sessions</td>
</tr>
<tr>
<td>10:30-11:00</td>
<td>Break</td>
</tr>
<tr>
<td>11:00-12:30</td>
<td>Plenary, room 101</td>
</tr>
<tr>
<td>12:30-2:00</td>
<td>Lunch</td>
</tr>
<tr>
<td>2:00-3:30</td>
<td>Plenary, room 101</td>
</tr>
<tr>
<td>3:30-4:00</td>
<td>Break</td>
</tr>
<tr>
<td>4:00-6:00</td>
<td>Simultaneous Sessions</td>
</tr>
<tr>
<td>6:00</td>
<td>Dinner (optional--register online) Amherst Room</td>
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### Friday May 17, 2013

<table>
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<th>Time</th>
<th>Event</th>
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<td>8:00-9:00</td>
<td>Registration</td>
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<td>Plenary, room 101</td>
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<tr>
<td>10:00-10:30</td>
<td>Break</td>
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<td>10:30-12:30</td>
<td>Simultaneous Sessions</td>
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<tr>
<td>12:30-2:00</td>
<td>Lunch</td>
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<tr>
<td>2:00-5:00</td>
<td>Simultaneous Sessions</td>
</tr>
<tr>
<td>5:00-6:30</td>
<td>Closing Reception</td>
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*For registration later in the day, please follow the signs to Conference Services on the 9th floor of the Campus Center.
Session Schedule

All rooms on the first floor of the Campus Center unless otherwise indicated. Paper presentations will be 15 minutes each.

Wednesday, May 15th

8:00am - 10:00am

Issues in Artifact Collecting

Pulau Onrust Archaeological Park
Teguh U Atmoko Department of Architecture, Faculty of Engineering, University of Indonesia

A ‘Day in the life of the Jetavana Monastery’ a 3rd Century ADE Buddhist Monastery in Sri Lanka. The Challenges of Heritage Management in Developing Countries
Ashley de Vos, ADV Consultants

Exploring the Role of Interventions on Archaeological Heritage for Ensuring Economic Development: The Case of Ephesus
Gokce Simsek, Adnan Menderes University

Africa: Is Archaeo-Tourism the Answer?
Ancila Nhamo, University of Zimbabwe

Preparing for Archaeotourists: What Can We Do?
Ben Thomas, Archaeological Institute of America Meredith Langlitz, Archaeological Institute of America

From ‘Stones’ to ‘Our Heritage’: Archaeology and Tourism Development in Patara, Southern Turkey
Eisuke Tanaka, Fukuoka Jo Gakuin University

Study the Looter: The Place of Looters in Cultural Resource Management Reconsidered
Evan A Kutzler University of South Carolina - Columbia

Wealthy 'Poor Looters' and Poor 'Nasty Dealers.' Economic Trajectories and Hierarchy in Rural Networks of the Illegal Antiquities Trade in Mali
Cristiana Panella Royla Museum for Central Africa

8:00am-10:00am

Heritage Business Strategy

What is the Economic Value of Heritage? Evidence from Africa
Shadreck Chirikure, Department of Archaeology, University of Cape Town, South Africa

Heritage Economics and the Future of the Past in the UK
Ian Baxter, University Campus Suffolk, UK

The Historic Château Hotels of Canada: Priceless National Treasures or Depreciating Business Assets?
Bradford Hudson, Boston University

Analyzing "Markets" for Sustainable Preservation
Lawrence S. Cohen, Sustainable Preservation Initiative

Paolo Del Bianco, Life beyond Tourism® Italy

Selling Your Soul: Heritage Tourism & Community Development
Aaron A. Marcavitch, Anacostia Trails Heritage Area Inc.

Selling Authenticity: China's Battle between Historic Preservation and Urban Profit-Making
Yanshuo Zhang, Stanford University

10:30-11:00am

Break
10:30am - 12:30 pm

**Measuring Heritage Value**

Outcomes of Heritage Surveys in an Inner City Area of Melbourne, Australia
*Robyn J. Clinch*

The City is an Oeuvre
*Catalina Strother, SCAD*

Shaping Communities: The Price of Selling Local Cultural Heritage as a Touristic Product
Shelley-Anne Peleg, Israel Antiquities Authority

Methods for the Economic Valuation of Urban Heritage: A Sustainability-Based Approach
Laurent Dalmas, Cemotev University of Versailles, France
Vincent Geronimi, Cemotev University of Versailles, France
Jean-François Noël Pr., Cemotev University of Versailles, France
Jessy Tsang King Sang, Cemotev University of Versailles, France

The Past for Sale in Ethiopia: Protecting and Promoting the Past for Tourism versus Looting, Selling and Exporting
Bantalem Tadesse Tedla, University of Gondar

Walking into Somebody Else's Past
Gabriele Dolf-Bonekaemper, Technische Universität Berlin

12:30pm - 1:30pm

Lunch break

1:30 - 3:30pm

**Negotiating Diverse Heritages**

The Economic and Moral Value of Mijikenda Memorial Statues: Navigating African Art in an Era of Rising Cultural Identity Politics
*Monica Udvardy, University of Kentucky*

“Archaeo-mafi” and its Social Costs on the Local Communities in Italy
*Giacomo M Tabita*
Harmonizing Heritage Tourism and Conservation through Stakeholder Collaboration: The Case of Lalibela, Ethiopia
Temesgen Kasahun Assefa, National Graduate Institute for Policy Studies
Emiko Kakiuchi, National Graduate Institute for Policy Studies

Tourism and Urban Revitalization at Brazil
Aline Vieira Carvalho, Brasil

Densified and/or Diluted? - On the Planning and Development of Industrial Heritage along the Aker River
Rikke Stenbro, Norwegian Institute for Cultural Heritage Research
Sveinung Krokann Berg, Norwegian Institute for Cultural Heritage

Tourism Village as a Strategy to Promote “Pati Ayam” as The Home of Java Man – Central Java, Indonesia
Suzanna Ratih Sari, Gadjah Mada University

Negotiating Sustainability: From Commercialization to a Dynamic Equilibrium
Jack Corbett, Portland State University
Nelly Robles Garcia, National Institute of Anthropology and History, Oaxaca, Mexico

Heritage as Property
Paulla Ebron, Stanford

Analysis of the Criminal Phenomenon of “Archaeomafi” and its Social Costs on the Local Communities in Italy
Giacomo M Tabita

Future Policy Development for Incentivizing Privately-Owned Heritage Places in Australia
Paul A Rappoport, University of New South Wales, Faculty of the Built Environment

Marketing Mummies
Heather Gill-Frerking, NTK Services

The Economics of Looting and of Looting Prevention: Looking Beyond the Antiquities Market
Lawrence Rathfield, University of Chicago

Sticks v. Stones: A Comparative Discussion of the Commercialization and Regulation of Palaeontological and Archaeological Material
Donna Yates, Scottish Centre for Crime and Justice Research, University of Glasgow
Ross A Elgin Department of Geology, Staatliches Museum fuer Naturkunde Karlsruhe (SMNK)

The Case About Sale: Intellectual and Institutional Battles over the Memory Market
Ricardo Santhiago, Brazil

Heritage and the Problem of Land: Economic Valuation of Cultural Heritage Resources in Land Restitution and Compensation in Post-Apartheid South Africa.
McEdward Murimbika Siyathembana, Heritage Foundation

1:30 - 3:30pm 168C

Contested Heritage

1:30 - 3:30pm 165-169

Controlling and Regulating Antiquities Markets

WikiLoot: The Possibilities and Perils of Crowdsourcing the Illicit Antiquities Trade
Senta German, Ashmolean Museum, University of Oxford
Fiona Rose-Greenland, University of Michigan Ann Arbor
Cultural Heritage in Postsocialist Romania: Economic Entanglements, Corruption and Institutional Malfunctioning in the Promotion and Protection of Cultural Heritage
Alin Rus, University of Massachusetts Amherst
Vasile Cotiga, University Alexandru Ioan Cuza, Iasi, Romania

Revolution and the Heritage Industry: Egypt in the Third Millennium
Robyn Gillam, York University

Boom! Heritage, Resource Frontiers, and the New Heritage Landscapes
Melissa F. Baird, Stanford University

The Effect of Ethnic and Boko Haram Insurgencies in the Economic Development of Heritage and Tourism Industries in Nigeria
Chinwe J. Abara, National Council for Arts and Culture, National Theater, Lagos Nigeria
Victoria N Okoloaga National Commission for Museums and Monuments, Lagos, Nigeria

Balancing Education and Memorialization against Exploitation in Dark Tourism: Negotiating Diverse Heritage Values Associated with Human Remains
Heidi Bauer, Clapp University of Massachusetts Amherst

Using the Past to Serve the Present: Heritage-Making in Post-Socialist China
Robert J. Shepherd, George Washington University

Catching up with Balboa
Jaime Figueroa Navarro, Panama All In One, Inc.

Thursday, May 16th

8:30am - 10:30am

Cultural Property
Between Theft and Regulation: On the Social Origins of "Cultural Property"
Alexandra Marie Kowalski, Cen US

Beauty or Context in Greek and Italian Museums
Elizabeth M. Marlowe, Colgate University

The Fiction of Firmitas: A Survey of Real Property Law and Cultural Impermanence
Eve L. Erriekson

Music in the Ancient Egyptian Civilization and its Impact on Other Civilizations
Inas Moussa Diab

Community Libraries and Museums: The 'Shrines' of our Time?
Emmanuel Annan, B Ed. (Cape Coast)

Sonic Entanglements: Songwriters, Publishers and the Business of Label Copy
Meredith Holmgren, Smithsonian Institution

Rethinking Property: Community Rights and Heritage
Ned Kaufman, Pratt Institute- Historic Preservation

3:30pm - 5:00 pm

Plenary: Urban Heritage and Local Economic Development: An Ambivalent Relationship
GJ Ashworth, Emeritus Professor of Heritage Management and Urban Tourism at the Faculty of Spatial Sciences of the University of Groningen, and Visiting Professor at University of Brighton (UK) Tourism and Research Group and NHTV Breda (Netherlands)

8:30am - 10:30am

Heritage as a Tool of Local Development
Shaping Heritage: the Promotion of Tourism in the Catalan Pyrenee
Xavier Roigó, University of Barcelona
Camila del Marmol, University of Barcelona

The "Pueblos mágicos" Program and it's Impact in the Heritage Preservation
Claudia Rodríguez, Universidad Michoacana de San Nicolás de Hidalgo
Marta del Carmen López, Universidad Michoacana de San Nicolás de Hidalgo
Philanthropy and Culture-Tourism Dependency: A Case of Sumbanese Traditional Vernacular Toga
Hamonangan Panjaitan, University of Indonesia, Indonesia

Developing a Framework for Preservation and Economic Development: Banteay Chhmar Case Study and Recommendations
Erin Tynen

Ritual Economy and the Reconstruction of Moral Community in Heritagization of Mazu belief in China
Ming-chun Ku, Institute of Sociology, National Tsing Hua University

The Effect of Community-Managed Heritage Sites on Socio-Economic Inequalities in Africa
Susan Mbutia, Karatina University College, Kenya
Stephen W Muchina, Karatina University College

Pan-Ethnic Aesthetics and Other Exotic Imaginaries in Bali, Indonesia
Jennifer S. Esperanza, Beloit College, Department of Anthropology

10:30am-11:00am
Break

11:00am - 12:30pm
Plenary: Cultural Networks & Economic Development: Heritage Preservation at UNESCO Betwixt Idealism and Participation
J. P. Singh, Professor of Global Affairs & Cultural Studies, George Mason University

2:00pm - 3:30pm
Plenary: The Antiquities Market: It's All In A Price
Neil Brodie, Senior Research Fellow, Scottish Centre for Crime and Justice Research, University of Glasgow.

3:30pm-4pm
Break

4:00pm - 6:00pm
UNESCO, World Heritage and the Politics of Self-Care
Organized by John Collins, Maki Tanaka, and Matthew Hill
Chaired by Matthew Hill

"Our Culture is our Life”: Cultural Heritage as a Resource for Development in Southern Africa Rachel F. Giraudo, California State University – Northridge

Cuba as ‘Exception’: UNESCO’s World Heritage Program and the Neoliberal Management of Historic Centers
Matthew J. Hill, University of Massachusetts Amherst
Maki Tanaka University of California - Berkeley

“What’s In It For Us?”: Debates about UNESCO Oversight and Heritage Tourism in Antigua Guatemala
Walter E. Little, University at Albany - SUNY
Capacities of and Capacitating the Human in the “Cradle of Brazil”
John F. Collins, Queens College and the Graduate Center – CUNY

Converting Córdoba: Personhood, Patrimony, and Place in Jewish Spain
Charles A. McDonald, New School for Social Research

Is Heritage a Right or an Obligation?
Philip W. Scher, University of Oregon

4:00pm - 6:00pm 165-169

Heritage, Placemaking, or Branding: Cases from Europe

"There's Nothing in There for Me" The Threat of Culture led Regeneration to Local Provision of Cultural Heritage
Jamie Larkin

New Land, Old Stories
Jeroen Rodenberg, VU University Amsterdam
Demelza van der Maas, VU University Amsterdam

Marketing Difficult Pasts: Case Studies from Spain
Grace Cleary, University of Massachusetts Amherst

Re-imagining Spain: Tourism, Culture, and the Potential for Contestation
John A. Tyson, Emory University

Alsacez-Vous!: Language Commodification and Heritage in Tourism
Christa Burdick, University of Massachusetts Amherst

Tourism, War and Memory: Blechite and Corbera D’ebre in the 20th Century
Federico Jose Padrones, Salvador, Loyola University Chicago

Acadian Heritage and Tourism in the United States and France
Steven R. Pendery, University of Massachusetts Amherst

4:00pm - 6:00pm 168C

Creating Heritage Routes and Sites

Routes of Jesuits in Brazil - New Identities, Heritage and Nature for Scenarios of Tourism
Aline Vieira Carvalho, Brasil
Patricia Nunes Marruzzo, Nepam Unicamp

Claiming Heritage and Memorializing Indentureship: Reflections on the Kolkata Memorial Project In West Bengal
Rupa Pillai, University of Oregon

Tourism on UNESCO World Heritage in Southwest Brazil: Preliminary Remarks for Cultural and Environmental Sustainability
Cristina Fachini, Researcher
Aline Vieira de Carvalho, Environment Research Center (Nepam), University of Campinas

The Pilgrimization of Plymouth: Creating and Maintaining a Landscape of Memory in Plymouth, Massachusetts
Anne Reilly, University of Delaware

Performing Histories of Industry and Immigration in the Blackstone Valley: A Civic Tourism Model
Kristen A. Williams, Miami University of Ohio

Continuing Sense of Place: California’s Missions
Kathleen A. Tobin, Purdue University, Calumet Campus

Heritage Management and Funding for Conservation in the Indian Context
Lakshmi Priya Telikicherla

Friday, May 17th

8:30am - 10:00am 101

Françoise Benhamou, Professor of Economics at Sciences Po-Paris, President of the Association for Cultural Economics International (ACEI), and Commissioner of the ARCEP
Challenges in Urban Development
Pelourinho (Brazil): Press, Patrimony and Protection
Mary Weinstein, Universidade Estadual do Sudoeste da Bahia, Brazil

Revitalization in Deindustrialized Areas in Sao Paulo: The Case of Mooca District
Verônica S. Pereira, FAAC Unesp

Not-So-“New” Downtowns: Historic Rehabilitation Tax Credits and the Transformation of U.S. Downtowns
Stephanie Ryberg Webster, Cleveland State University

A Marketing Strategy to Attract Tourism in Campeche, a World Heritage City
Josefina del Carmen, Campos Gutiérrez

Economic Development in Zabid Urban Development Project
Zouka Karazoun

Locals Only: Revitalizing More Than Just Main Street
Jong Hyun Lim, Savannah College of Art and Design
Andrew Webb, Savannah College of Art and Design

Transcultural Living Museum: Rio De Janerio, Brazil as the First City Nominated as World Heritage Cultural Landscape by UNESCO in 2012
Dinah P. Guimaraens, University Federal Fluminense

12:30pm - 2pm
Lunch break

2:00pm - 5:00pm
Sustainable Cultural Heritage Management

Damned If We Do - Damned if We Don’t! Capturing the Public Value of Heritage
Kate Clark, Historic Houses Trust of NSW

Heritage Resources as an Economic Driver
Paul M. Bray, University at Albany

Sustainable Heritage Management
Herman O. Kiriama

A Modern day Dilemma: Walking the Fine Line Between Preserving and Selling to the Highest Bidder - A Closer Look at Cultural Heritage Management for Caribbean Nations
Patricia Bingue, Voices of Culture

3:00pm - 3:30pm
Break

PRELIMINARY PROGRAM
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<tr>
<td>2:00pm - 5:00pm</td>
<td><strong>Tourism in Historic Urban Centers</strong></td>
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<td>Accelerating Heritage Tourism in Antalya, Turkey</td>
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<td>Sedef Doganer, University of Texas at San Antonio</td>
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<td>Angela Lombardi, University of Texas at San Antonio</td>
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<td>Urban Ecology and Agriculture, Poverty Alleviation, and The Failure to Balance Elements of Mixed Heritage Landscapes: A Case Study from the UNESCO World Heritage Site of Luang Prabang, Laos</td>
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<td>Gerard P. Dougher, Fulbright Fellowship, National University of Laos</td>
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<td>Tourism in the Historic Urban Center of Istanbul and Its Impacts</td>
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<td>Residents or Tourists? Life and Customs in the Plaza Don Vasco in Patzcuaro (Mexico)</td>
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<td>Eder Garcia, Universidad Michoacana de San Nicolas de Hidalgo</td>
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<td>3:00pm - 3:30pm</td>
<td><strong>Break</strong></td>
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<td>3:00pm - 3:30pm</td>
<td><strong>Tourist or Inhabitant? Stakeholders Place in World Heritage City Center Value</strong></td>
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<td>Mathieu Dormaels, University of Montreal</td>
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**Posters**

Presenters will be available to discuss posters on Thursday from 10:30-11:00am and on Friday from 10:00-10:30am.

- It is Necessary to Strictly Scrutinize Museums’ Acquisitions
  - Leila A. Amineddoleh

- The Challenge of Living in Morelia, Mexico and its Surroundings
  - Elia M. Alonso Guzman, Universidad Michoacana de San Nicolas de Hidalgo, Wilfrido Martinez Molina, Universidad Michoacana de San Nicolas de Hidalgo
  - J. Alberto Bedolla Arroyo, Universidad Michoacana de San Nicolas de Hidalgo
  - Anyul M. A. Cuellar Lopez, Universidad Michoacana de San Nicolas de Hidalgo
  - Jorge Quiroz Rosales, Universidad Michoacana de San Nicolas de Hidalgo

- The Emergence of a Small-Scale Tourism of the Mining City of Muntok, Indonesia
  - Evawani Ellisa