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## ARCHAEOBALT PROJECT WEBINAR

### Archaeology, tourism and sustainability

23 April 2021  
13:00-16:00

Zoom/YouTube

ArchaeoBalt project is a cooperation between universities and museums across three countries (Poland, Sweden and Denmark) who use archaeological excavations to learn more about our common past and communicate these findings in the South Baltic region through tourism initiatives. We believe that archaeology can help us to locate and build up local and regional identities that can result in wider social bonds as well as pride in our transnational, common heritage. We recognize that archaeological heritage projects can support the local and regional community identities and economies by linking and promoting archaeology and culture heritage with sustainable tourism but currently, they are not fully utilized. This focus on the “local” has become even more important, especially in the current pandemic situation in which people are restricted in their movements but want to be involved in cultural activities. To participate in the webinar, we invite specialists from a different discipline such as tourism, economy, archaeology and cultural heritage management to the discussion about tools of social integration and/or sustainable tourism. The intention is to share experiences and inspire each



other through presenting methods and approaches to promoting cultural heritage and developing its economic and social potential. We would like to discuss how we can cooperate even more effectively with the local and regional authority, as well as with the touristic and economic sector, and how we can locate new archaeotouristic and cultural heritage stakeholders. We want to discuss case-studies or best practice that employ new and innovative trends as well as utilizing inspirational ways of building and developing archaeological potential, tourism audiences and transnational collaborative networks. Archaeology projects are broadly defined to include open excavations, collaborative projects, use of social media and/or social projects dedicated to particular groups or broad collaborations.

## PROGRAMME

### Session 1

13:00-14:00

**Chair: Jens-Bjørn Riis Andresen**  
**Aarhus University**

- 13:00 – 13:10**      **Welcome and Introduction**  
Karolina Czonstke, Gdańsk University, Lead Partner  
Jens-Bjørn Riis Andresen, Aarhus University
- 13:10 – 13:40**      **Time to creatively rethink. For sustainable cultural tourism in Europe.**  
Laura Ligazzolo, Joint Secretariat, Interreg Baltic Sea Region
- 13:40 – 14:00**      **Discussion and Q&A session**



## Session 2

14:00 - 15:00

Chair: Mats Roslund

Lund University

- 14:00 – 14:30      **New approaches to heritage landscape experience: High touch or high tech?**  
Katherine Burlingame, Lund University
- 14:30 – 15:00      **Response: David Harvey, Aarhus University**  
Discussion and Q&A session

## Session 3

15:00 – 16:00

Chair: Laura McAtackney

Aarhus University

- 15:00 – 15:30      **Enchanting Narratives and Architecture in Local Ecotourism Development**  
Jesper Holm, Roskilde University
- 15:30 – 16:00      **Response: Anna Dziadkiewicz, Gdańsk University**  
Discussion and Q&A session





# ARCHAEOBALT

TOWARDS INNOVATIVE GREEN & BLUE TOURISM



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