



## LECTURE



**Tuesday, 1 November 2011**

***The Economic Value of Archaeology:  
Concepts and Case Study of Feynan, Jordan.***

Paul Burtenshaw  
(Institute of Archaeology, University College London)

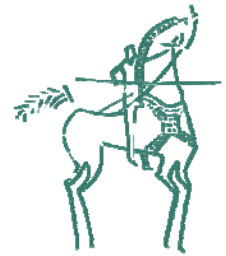
6:00 pm at the British Institute in Amman (CBRL)  
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**Abstract:** The ‘economic value’ of archaeology has become increasingly important at local, national and international levels for the justification and motivation of heritage preservation. However, currently archaeologists are ill-equipped conceptually, ethically and practically to deal with this aspect of the resource which we investigate and manage. This lecture presents concepts from heritage management and cultural economics for approaching economic value and examines how archaeology’s ability to generate income and employment, chiefly through tourism, is motivating awareness and funding from various stakeholders. I will also present recent data from the case study of the area of Feynan, southern Jordan, which explores how data can be produced to help guide decisions and management of economic value and tourism, and to understand how this aspect of archaeology interacts with other values and interests.

**About the speaker:** Paul is currently in the third year of his PhD at the Institute of Archaeology, UCL, studying concepts of the economic value and capital of archaeology and how this acts as motivation for various stakeholders to preserve archaeology through tourism. After completing his BA in Archaeology from Cambridge University, Paul worked for 2 years for a specialist archaeological travel company before beginning an MA in Public Archaeology at UCL in 2007-08. His MA dissertation focused on an Economic Impact Assessment of Kilmartin Glen, Scotland, and provided the foundation for his PhD research, which began in 2009. Paul also is the Group Leader of the Archaeology and Development Research Network based at UCL.