Session B6: Arts, Humanities and Social Science.
Session Chair, Professor Colin Richards
Room: 963

Presentation 1 - Ancestral Tourism and heritage work in the Hebrides	
Joanna Rodgers, Centre for History	
Abstract	Migration is an emotive issue. This is reflected in ongoing debates around the heritage of emigration in Scotland, and in the narratives surrounding 'ancestral tourists' who travel to Scotland to explore their ancestors' homeland. As a heritage practice, ancestral tourism has largely been interpreted in terms of its national or regional importance, but the distinctive contexts of particular ancestral tourism destinations and their emigration heritage(s) are rarely attended to on their own terms. Yet both residents and ancestral tourists have identified the local scale as particularly meaningful: since the 1960s 'Homecomings' have been organised by contemporary residents to attract visitors to the specific places their ancestors once lived. Activities connected to ancestral tourism – organising 'Homecomings' or conducting genealogical research – can be considered forms of 'heritage work'. These are active, self-conscious engagements with the past which express heritage(s) of emigration 'from below': performed outside official heritage institutions and 'directed from and for localising communities' (Byrne 2008; Harrison 2010; Robertson 2012, p.18). However, research into ancestral tourism has traditionally focused on official heritage and visitors' motivations and experiences. Consequently, the practices and meanings connected to 'ancestral tourism' are only partially understood: the heritage work of both residents and visitors in their quotidian, unofficial environments remains unexamined. Addressing these gaps, this presentation draws on multi-sited ethnographic fieldwork on Tiree to explore the heritage of emigration 'from below'. The focus is on the meanings and practices surrounding 'Homecoming' and emigration heritage(s) for residents as well as ancestral tourists. The findings challenge dominant understandings of the relationship between heritage and ancestral tourism.
References	Byrne, D., 2008. Heritage Conservation as Social Action. In R. Harrison, J. Jameson, & J. Schofield, eds. *The Cultural Heritage Reader*. Harrison, R., 2010. Heritage as social action. In S. West, ed. *Understanding Heritage in Practice*. pp. 240–276. Robertson, I., 2012. *Heritage from Below*.

Presentation 2 - SIRFA – Scotland's Island Research Framework for Archaeology. A Multi-Scalar Island Approach to Research. Part of the border is missing

Dr Rebecca Rennell, Lews Castle College UHI (UHI Archaeology Institute)	
Abstract	This paper will introduce a new project to establish Research Assessments and Agendas for Scotland's three island-based Local Authority areas (Western Isles, Shetland and Orkney Islands). These will be positioned within a broader three island-wide Research Framework, referencing and complementing the existing national research Framework in Scotland (ScARF). The project is a cross-sector collaboration between Local Authority archaeologists (Comhairle nan Eilean Siar, Shetland Amenity Trust and Orkney Islands Council), and the University of the Highlands and Islands, supported by national agency organisations (Society of Antiquaries of Scotland and Historic Environment Scotland). The project also contributes to the Scottish Government's 'Our Islands, Our Future' agenda. The multi-scalar approach responds to wider discussions regarding the development and integration of regional, national and international/European-level research agendas. SIRFA also raises crucial questions about the role and relationship between the public, local and national government agencies and academic institutions in setting out research priorities. This paper will consider the implications of island-based geographical and political boundaries in the development of research frameworks and agendas. I will explore some of the conceptual and methodological challenges and opportunities of a multi-scalar, island-based approach. More specifically - and with reference to Article 174 of the Treaty on the Functioning of the EU (TFEU) and UNESCO Small Islands Developing States (SIDS) - I will argue that the island context invokes important questions about the relationship between 'core' and 'periphery', both for our understanding of archaeological resources and their research potential, and the role of heritage and heritage management within a modern European setting. This project is relevant to other European islands and peripheral regions, and is timely within a Scottish context, where the recent Islands Bill proposes to devolve greater powers to island-based local authorities.

Presentation **3 - Shaping Ecotourism in Sustainable Heritage Areas**	
Name: Rosalind Bryce, Diana Valero, and Martin Price, Perth College UHI	
Abstract	Tourism is an increasingly important means of economic development in many rural and often sparsely populated areas. However, alongside the well-recognised economic benefits, growth in tourism can pose threats to valuable natural and cultural heritage. There is a growing awareness of the importance of ecotourism in addressing this challenge. Well-designed ecotourism initiatives developed in partnership with local communities can contribute to sustainable development while preserving the natural and cultural assets they are based on. SHAPE (Sustainable Heritage Areas: Partnerships for Ecotourism) is a project funded by the European Commission's Northern Periphery and Arctic programme. The project brings together partners from a transnational set of sustainable heritage areas (SHAs) with valuable natural and cultural assets. Partners are facilitating networks of

stakeholders involved in heritage management, tourism and community development to develop ecotourism initiatives that preserve rather than damage the natural and cultural heritage of SHAs. Project activities address local challenges for sustainable development by mapping assets and developing innovative approaches to tourism.

The aim of the transnational approach in SHAPE is to facilitate the exchange of approaches and experiences between SHAs and to distil this into an information resource for communities faced with similar challenges across the Northern Periphery and Arctic region.

In this presentation, we will discuss the common methods being used to mobilise new ecotourism activities in sustainable heritage areas and explain their potential impacts.

Presentation **4 - Sustainable heritage tourism in Orkney**	
Annie Thuesen, Institute for Northern Studies, Orkney College UHI	

Abstract

Tourism in Orkney has grown at a rapid rate in later years; while tourists coming by ferry and air has risen by 22 percent over the last five years, cruise tourism has risen by 124 percent. Locally, this development has led to considerable concerns over crowding and erosion at key tourist sites.

My project investigates whether those problems can be alleviated without losing the income and benefits that tourism has brought to the archipelago by better dispersing the tourism flows. Specifically, I analyse whether a range of Norse heritage sites, currently underutilised as visitor attractions, may have the potential to attract more tourists.

Recognising that the factors determining the success of an attraction are multiple, and often not directly related to the characteristics of the attraction itself, each heritage site is analysed in terms of both own characteristics (such as tangible and intangible assets), setting (such as access and facilities) and wider context (such as visitor profile and competition from other attractions).

Furthermore, using a stakeholder-based concept of sustainability, the sites are analysed in terms of whether and how their development as visitor attractions may be sustainable.

If the results show potential for some of the sites to be developed as visitor attractions, they may therefore not only increase the sustainability of the Orcadian tourism sector by alleviating pressure on honeypot sites, but also by themselves making a positive difference for local stakeholders.