

## OPPORTUNITIES ARISING FOR NATIONAL ECONOMIES FROM THE VALORISATION OF UNDERWATER CULTURAL HERITAGE THROUGH A SUSTAINABLE DEVELOPMENT STRATEGY

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Underwater archaeological sites preserved in situ could create important specialized clusters associated with conservation, research and specialised training programs, education, interpretation and museology as well as sustainable tourism (with special attention to the diving tourism niche) involving local community. Common actions with sites included in other heritage networking strategies will also be considered, as the UNESCO List of World Heritage Sites, the UNESCO Routes of Intercultural Dialogue or the European Cultural Routes, promoted by the Council of Europe and the European Commission through a partial agreement. We analyse strategies and some case-studies in order to have a preliminary approach to a competitive cultural and creative clusters using the mechanisms of the UNESCO Underwater Cultural Heritage Convention associated to the tourism destination brand, promoting creativity and empowering stakeholders. The entire local tourism supply chain and sustainable development from a cultural, economic, social and environmental perspective will be also evaluated.