

## Archaeology Marketing

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The term "ARCHAEMARKETING" introduced to explain about Archaeological marketing. This work principally compels with the idea of Archaeological findings and how to use them for development and growth of economy and how to use them for generate new foreign and domestic income flows to economy. Issues mentioned here were associated with economy is very critical for the economic functionality in general sense. As a developing country and a well privileged with 2500 years of history Sri Lanka should pay her attention for ARCHAEMARKETING for the successful economic growth. This work itself highly dealt with marketing concepts associate with archaeology, economic benefits of archaeological marketing, archaeological- tourism, social economical and archaeological cost, employment flows associate with archaeological areas or sites, Liquidity flows associate with/or generate by means of archaeological sites and destinations with reference to Sri Lankan context. The section elaborate of "marketing" throughout the study is used to explain "archaeological - marketing culture". Further, it covers ground practice in archaeological sites/destinations for tourism, on the subject of how tourist guides be a magnet for foreigners to their wards by use of casual or oblique marketing methods on archaeological findings and/or sites as well. Finally, this study covers another direction known as **cost** of ARCHAEMARKETING. Here, it focuses on the cost in three aspects explicitly social economical and archaeological means.

Key words: Archaeology, Marketing, Cost

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