



BETWEEN DREAM AND REALITY: DEBATING THE
IMPACT OF WORLD HERITAGE LISTING

BOOK OF ABSTRACTS

14-15 NOVEMBER 2013
KULTRANS, UNIVERSITY OF OSLO



NOTE TO SPEAKERS

The aim of the conference is to ensure dialogue and debate between the different researchers and managers attending. We received a large number of abstracts – many more than we could fit into the conference. However, we have tried to include as many papers directly dealing with the impact of World Heritage as possible. This means that, with the exception of the key note speakers, **all speakers are given 15 minutes to present their papers.** Furthermore, in order to create dialogue and debate, each session ends with 15-30 minutes of discussion. Please make sure your paper does not exceed 15 minutes.

ABOUT THE ABSTRACTS

The abstracts group according to the session and within each session the abstracts are listed alphabetically.

DAY 1: DEBATING THE WORLD HERITAGE IMPACT ON CULTURAL HERITAGE

The first day of this conference takes a closer look at how the World Heritage status has made an impact on what falls under the convention's definition of cultural heritage. The day is divided into three sessions: 1 Introducing World Heritage cities; 2 World Heritage cities and the battle between preservation and development, and 3 Debating the World Heritage impact on monuments and archaeological sites.

KEYNOTE 1

OWE RONSTRÖM, UPPSALA UNIVERSITY (SWEDEN)

CONSEQUENCES OF WORLD HERITAGE PRODUCTION. VIEWS FROM VISBY.

In this keynote address I will return to the case of The Hanseatic town of Visby, a small town on the island of Gotland, in the middle of Baltic Sea, which in 1995 was designated as Sweden's sixth and the world's 470th World Heritage Site. Using the findings from my earlier research project "Heritage Politics" as a starting point, I will reflect on the consequences of World Heritage production. In the presentation I will address issues both at a local and specific level, and at a more global and abstract level, with the intention to show that the impact of World Heritage production both locally and at large, depends on how these levels become interconnected within the framework of the UNESCO World Heritage programme.

SESSION 1: INTRODUCING WORLD HERITAGE CITIES

KARLA NUNES PENNA CENTRE FOR ADVANCED STUDIES IN INTEGRATED CONSERVATION (BRAZIL) & CURTIN UNIVERSITY (AUSTRALIA) &

JOSE HERNANDO TORRES FLECHAS UNIVERSIDAD COLEGIO MAYOR DE CURDINAMARCA (COLOMBIA) & UNIVERSITY OF SALAMANCA (SPAIN)

THE GRASS IS NOT ALWAYS GREENER: THE IMPACT OF WORLD HERITAGE STATUS ON LOCAL COMMUNITIES IN DEVELOPING COUNTRIES.

Worldwide, governments undertake great political efforts in the search for the desired World Heritage status. With the acquisition of such a title, what was only local rapidly becomes regarded as globally relevant and thus placing the site within an international network. Diverse international organizations, other governments, the public and private sectors, in addition to already existing institutions, become interested in preservation given the positive marketing

impact this title confers. Political expectations and economic speculations aside, what does this new, desired title actually mean for the *inhabitants* of the historic site? How do they understand and perceive this new context? And what is the role of citizens, who on a daily basis enjoy and live in these areas, in the process of preservation? Preservation is a social construction and as such depends on the understanding and perception of local communities about their values and social practices, which ultimately is the cultural basis behind the title. Every citizen must learn to appreciate and value, so they become active agents in preserving and propagating their own heritage.

The purpose of this paper is to address the issues involved in engaging local communities in this new environment and how the sense of ownership, belonging and appreciation by these citizens is essential to the successful management of heritage sites. Firstly, it addresses the importance of social participation in processes of decision-making and challenges to be overcome and how this participation can become more effective. Secondly, it discusses issues related to the perception by citizens and the impact of World Heritage status on the daily lives of local communities. Finally, a comparative study of actions fostering social participation developed at an academic level in Colombia and at an institutional level in Brazil will be presented, highlighting important elements which have allowed us to collectively build participatory scenarios in both countries.

LAURA PIERANTONI, POLITECNICO DI MILANO (DASTU-
DEPARTMENT OF ARCHITECTURE AND URBAN STUDIES) AND UNESCO
CHAIR IN MANTOVA (ITALY)

HISTORIC URBAN LANDSCAPE: CHANGING TOWARDS
SUSTAINABLE DEVELOPMENT IN THE GOVERNANCE OF WORLD
HERITAGE CITIES

Culture is a key dimension in the history of cities where the design of urban development strategies combines the aim to preserve the wealth of cultural heritage with the search for present-day progress. This is particularly true in the case of World Heritage cities where the concept of cultural heritage has been explicitly associated with the improvement of local competitiveness, and with a model of economic development mainly based on cultural tourism and commercialization of culture.

The vast literature on this topic covers different fields of investigation that range from urban to economic, political, social and cultural studies. In this context cultural heritage becomes a strategic asset for the definition of policies and strategies of economic development, urban regeneration and social inclusion. A first aim of this research work is that of filling this gap in knowledge by reducing the field of investigation to a narrower unit of analysis, focusing on the central dimension leading the debate, i.e. the intersection of diverse areas of interest: 1) the relationship between culture and urban development; 2) management of world heritage cities; and 3) sustainable development.

The proposed research aims at, first of all, setting the theoretical framework for the analysis of different cases of World Heritage cities, observing how the integration, or conflict, of different strategies and policy tools, which are fostered from both local governments and international bodies (UNESCO, EU, etc.) can drive the city towards different sorts of development. Secondly, the research work aims at exploring the relationship between local development strategies and UNESCO management plans, focusing on the importance of sharing common objectives (and actions) to achieve sustainable development targets.

SESSION 2: WORLD HERITAGE CITIES AND THE BATTLE BETWEEN PRESERVATION AND DEVELOPMENT

ZERRIN HOŞGÖR ISTANBUL TECHNICAL UNIVERSITY (TURKEY) &
OKSAN TANDOĞAN ISTANBUL TECHNICAL UNIVERSITY (TURKEY)
URBAN RENEWAL AND PRESERVATION CHALLENGES IN THE
WORLD HERITAGE SITES OF ISTANBUL

As the only city in the world situated on two continents - Asia and Europe - Istanbul has been an attractive settlement for various civilizations since ancient times and sustains its historical and cultural importance for both local and global users. The historical peninsula of Istanbul, having a strategic geographic location, offering unique natural beauties, silhouettes, historical and cultural structures remaining from three empires, has become one of the city centers most affected by urban development processes. Inappropriate planning practices caused disturbances in the urban landscape, which has been preserved since ancient times. The most significant factors causing the deterioration in urban fabric were fire plans and reconstruction efforts in the 1950s. Nowadays, most of the ongoing studies which are conducted by local governments and the municipality increase these pressures.

Istanbul was included in the Unesco World Heritage List as four areas in 1985. These areas are the Archaeological Park including Hagia Sophia, Topkapı Palace, Hagia Irene; the Suleymaniye quarter with Suleymaniye Mosque complex and vernacular settlement around it; the Zeyrek area of settlement and the area along both sides of the Theodosian land walls. The purpose of this study is to investigate the ongoing planning studies including rehabilitation, regeneration and gentrification projects and their results in these districts. Therefore, firstly the deteriorations caused by urban development processes are presented. Secondly, the rate of change in Istanbul, after being included in WHC list, and the effectiveness of UNESCO in recent studies is examined. The main current studies on the Historical Peninsula have become a threat on tangible and intangible values on the Historical Peninsula. Being on the UNESCO World Heritage List and under the control of UNESCO is important to prevent the destruction in Istanbul. Also it is seen that this fact prevents extreme decisions by local governments.

JENS HOUGAARD & LUÍS FILIPE ROCHA, LÚRIO UNIVERSITY
NAMPULA (MOZAMBIQUE)

MOZAMBIQUE ISLAND – TRANSFORMATION, REGENERATION OR
DEGENERATION

Mozambique Island is a small island at the northern coast of Mozambique with a total area of 1 km², shielding the Mossuril Bay from the Indian Ocean.

It was listed as a World Heritage site in 1991, with a buffer zone comprising the adjacent coastal areas.

The island is totally urbanised, holding two distinctly separated urban areas: the old colonial city “Stone Town” and the former indigenous quarters “Macuti Town”.

The paper gives a brief introduction to the history of the island, with emphasis on late colonial and early post-independence days, in order to understand the background for the listing.

It presents and analyses the direct impact of the listing, and subsequent heritage management strategies and practises, on the range of attributes that conveyed the Outstanding Universal Value (OUV) as defined at the date of the inscription.

It then examines to which extent heritage management plans and practises have been anchored in urban planning arrangements at national, regional and local levels, or otherwise has influenced public and individual stakeholder’s behaviour.

Finally the paper reflects on the indirect impacts and secondary consequences, both on the authenticity and integrity of Mozambique Island and the social and demographic transformation.

Two main studies are used to gauge the changes over a 30 year period, “Mozambique Island Report 1982 to 1985” and the follow up study “Mozambique Island – Historic Urban Landscape in Perspective 2011/2012”, together with other relevant studies, reports and plans.

The presentation of show cases is illustrating the impact on the historic urban landscape and architecture, as well as on the natural environment.

MARIT JOHANSSON TELEMAR UNIVERSITY COLLEGE/LINKÖPING
UNIVERSITY (NORWAY/SWEDEN)

WORLD HERITAGE STATUS – DELIGHT OR DESPAIR? A CASE STUDY OF THE LOCAL IMPACT OF A WORLD HERITAGE STATUS

My ongoing PhD research project investigates the local effects of the World Heritage Status which the city Angra do Heroísmo, situated in the Azores archipelago, obtained in 1983. Based on qualitative interviews as well as anthropological field work, this research aims to understand what the classification implies for the local monitors, inhabitants, business holders, as well as the developers working within the classified zone. Thus, the study mainly attends to the predicaments of living in a World Heritage City, as well as it investigates the dilemmas that may arise upon managing a World Heritage City, of which the latter includes an analysis of the present discourses in regards to certain modern development projects taking place in the city. Additionally the current state of tourism in Angra do Heroísmo is examined. Finally, it has been significant to address the matter of identity, pride and local attachment in a World Heritage City.

Being at a conclusive stage of the thesis, this paper includes a preliminary summary of some of the findings in regards to the topics presented above. However, an analysis of the discourses triggered by the present development projects, which portray the different positions of the stakeholders in the city, will be given significance.

SESSION 3: DEBATING THE WORLD HERITAGE IMPACT ON MONUMENTS AND ARCHAEOLOGICAL SITES

MARGARITA DÍAZ-ANDREU, ICREA-UNIVERSITY OF
BARCELONA (SPAIN),

AMÍLCAR VARGAS, UNIVERSITY OF BARCELONA (SPAIN) &

MANUEL BEA, UNIVERSITY OF ZARAGOZA (SPAIN)

FROM SCRAWLS TO WORLD HERITAGE: ASSESSING THE IMPACT OF THE INCLUSION OF THE ROCK ART OF THE MEDITERRANEAN BASIN ON THE IBERIAN PENINSULA ON THE WORLD HERITAGE LIST

On 2 December 1998 the Rock Art of the Mediterranean Basin (ARAM) was added to the World Heritage List. An initial list of 727 identified rock art sites was drawn up. They were spread over an area of approximately one hundred thousand square kilometres, the largest archaeological area on the WHL.

In this paper we analyse the impact that inclusion on the list has had on the development of this cultural resource. Since 1998 many changes have been made to the way the ARAM is managed. Many more sites have been opened to the public and information about them has been made more accessible by the opening of museums and interpretation centres. These changes have created new issues, some related to conservation and others to economic sustainability and cultural change.

Some fifty selected rock art sites have been opened to tourism. This has involved several actions, including cleaning, improving access and making information available. As many of the paintings at these sites had been subjected to unregulated visits for many years, it was deemed necessary to clean the figures before they were formally opened to the public. The benefits have been obvious from a visual point of view, but the procedures followed are not open to public scrutiny. Decisions have also been taken about the structures erected to make the sites accessible, although there has been no debate as to how appropriate these are. Moreover, the success of the new museums and interpretation centres that have been opened remains to be assessed. One of the obvious difficulties is the fact that this cultural resource is spread over six different autonomous regions, each of which has its own legislation governing heritage. Although there has been an ARAM Council from the outset, it was only in 2012 that an initial agreement [Documento Marco Inicial] for joint management of the resource was drawn up.

How has the inclusion of the Rock Art of the Mediterranean Basin on the World Heritage List affected local areas? Have they benefited in economic terms? Has tourism affected the sites and what is its effect on local populations? Have local areas been impacted culturally in the way they perceive their own historical make-up and landscape? In this paper some answers to these difficult questions will be proposed.

MANANA TEVZADZE, GEORGIAN NATIONAL COMMITTEE OF THE BLUE SHIELD (GEORGIA)

RECONSTRUCTED BAGRATI CATHEDRAL – A SACRIFICED WORLD HERITAGE STATUS

The topic explores the history of Bagrati Cathedral World Heritage listing and seeks to analyze the different meaning and weight that the status carried for the monument and its caretakers over less than two decades of its listing on the UNESCO World Heritage List.

The focus of the paper is Bagrati Cathedral – an 11th c. ruin which has been on the WH list since 1994 and on the WH in Danger list since 2010. Shortly highlighting the first three stages in the life of the cathedral before the listing (1st stage: Construction in the 11th century in the height of the Kingdom of Georgia and making it as a symbol of unified state, 2nd stage: The period of its destruction in the 17-18th c. in the Russian-Ottoman War and 3rd stage: Life as a

ruin in the 19th c. and its struggle for survival) the presentation focuses in detail on the period of its listing in 1994 shortly after independence from the Soviet Union and the very recent period of its full reconstruction which has led to the loss of authenticity and consequently its WH status.

The author explains that while WH status was understood as an important step towards global recognition of Georgia and its cultural heritage in the time of listing, by the society at large and the state and church authorities in particular, the same society took the decision without considering UNESCO's views to fully reconstruct the historical ruin in order to turn it into a fully functional church and use it again as a symbol of national identity, unity and pride. The paper concludes that the UNESCO status while extremely important to the newly born state in the beginning of the 1990s, has not been interpreted by the various stakeholders of the heritage sites in Georgia in the proper way, leading to the loss of its importance and its sacrifice to local, national and political will and interests.

NISHANT UPADHYAY KU LEUVEN (BELGIUM)

WHAT HAPPENED IN PATTADAKAL? PRE AND POST NOMINATION SCENARIO FOR GROUP OF WORLD HERITAGE TEMPLES IN INDIA.

Introduction

The World heritage status always entails a lot of changes to a heritage site. The heritage site immediately attracts significant attention from the local authorities and tourists. Local heritage authorities in many countries more often interpreted heritage protection as delineating the monuments by making a setback around the structure and then making green lawns. Especially for World Heritage sites, due to huge political pressure, they even go to the lengths of destroying the settlement and fauna around a monument site and then making physical boundaries around them. While visiting such spaces, one is totally misled while imagining and recreating the historic landscape in mind. Though at times, such changes could also work in favor of the local population, even if not entirely in favor of the cultural site.

Method and context

Pattadakal was nominated as a World Heritage site in 1987 under criteria iii and iv. Post nomination, the old traditional houses around the nominated temple complex were destroyed and the inhabitants were relocated one kilometer away, on the pretext of being a threat to the monuments, separating the tangible from the intangible aspects of the site. Now the site has green lawns, which is least representative of the way the site was being used. It was also criticized by the ICOMOS mission reviewing the site. To observe the changes brought about by the World heritage status over a period of time both architectural and social research was made in the World Heritage sites of Pattadakal in South India. Patterns of transformation of the heritage site were

analyzed by mapping built and open spaces, vegetation, street furniture, infrastructure and sacred spaces at the settlement and neighborhood levels. Also social structure of the settlements and the religious rituals and festivities involving the temple complex were spatially recorded. This data was recorded through drawings and photographs and was consequently related to socio-economic variables. The paper includes the comparison of the past state of temples and the settlement with the present state, with reflections upon the future development. Some examples from central and south Asia are also included to illustrate certain key points.

Conclusion

The paper concludes by highlighting essential considerations to be made before making changes to a listed/nominated site and settlements to ensure long term sustainability and preservation of the intrinsic values of the World Heritage properties.

KEYNOTE 2

**THOMAS SCHMITT, UNIVERSITY OF ERLANGEN-NUERNBERG
(GERMANY)**

**THE GOVERNANCE OF OUTSTANDING UNIVERSAL VALUE –
REALITIES VERSUS FORMER DREAMS**

The World Heritage Convention is designed to protect natural and cultural objects and sites of “outstanding universal value”. The key note paper discusses the principal governance structures of the World Heritage system, and negotiation processes on the global level and between different scales of the World Heritage regime. Different, sometimes antithetical, understandings of key instruments (such as the World Heritage List or the World Heritage List in Danger) and the key concept of *outstanding universal value* seem to be a permanent companion of any debate within the World Heritage system. The paper examines the regime construction and relations between the global level of World Heritage and the social actors at World Heritage sites. While the World Heritage system was once dreamed of as a “Red Cross” for historic monuments, the general governance bodies more often seem to act as a collective notary for the world’s cultural and natural heritage.

DAY 2: COMPETING VISIONS OF WORLD HERITAGE IMPACT

Day two is more thematically organized: a series of themes deals with competing visions of World Heritage impact and indeed the lacking of World Heritage impact. It is divided into three sessions: 4 International World Heritage conflicts; 5 When nature becomes World Heritage, and 6 Dreaming of impact: World Heritage and tourism.

SESSION 4: INTERNATIONAL WORLD HERITAGE DEBATES AND CONFLICTS

BÉNÉDICTE GAILLARD, BRANDENBURG UNIVERSITY OF TECHNOLOGY (GERMANY)

THE LEGAL EFFECTS OF THE WORLD HERITAGE LISTING UNDER THE 1972 CONVENTION CONCERNING THE PROTECTION OF THE WORLD CULTURAL AND NATURAL HERITAGE: THE EXAMPLE OF THE DRESDEN ELBE VALLEY IN THE FEDERAL REPUBLIC OF GERMANY

After being inscribed on the World Heritage List in 2004, the Dresden Elbe Valley cultural landscape was transferred to the List of World Heritage in Danger in 2006 and delisted from the World Heritage List in 2009 without the consent of the State Party Germany to the World Heritage Convention. The World Heritage Committee took such a decision because it argued that the construction of a four-lane bridge (*Waldschlößchenbrücke*) above the Elbe River and located in the core of the former World Heritage Site would destroy the integrity and Outstanding Universal Value of this cultural landscape. This article aims at presenting the results of this research dedicated to the legal background of the conflict between UNESCO and the State Party Germany to the World Heritage Convention concerning the Dresden Elbe Valley. Based on this case study, the question of the legal effects of the World Heritage Listing for the States Parties to the World Heritage Convention is raised. Equally, the legality of the delisting of World Heritage Sites by the World Heritage Committee based on the World Heritage Convention is also analysed. Furthermore, the limits of such an international – and universal – legal instrument as the World Heritage Convention in the context of federal political systems as is the case of the Federal Republic of Germany are discussed. Subsequently it can be argued that the inclusion into the international heritage network through the World Heritage Listing did not guarantee the sustainable protection of this World Heritage Site and divided the local communities between the opponents and the defenders of the project to build the bridge.

DENNIS RODWELL, ARCHITECT AND PLANNER (UK)

THE NEGATIVE IMPACTS OF WORLD HERITAGE BRANDING:
LIVERPOOL – A CAUTIONARY TALE

In June 2012, Liverpool Maritime Mercantile City was placed on the UNESCO List of World Heritage in Danger. This decision followed Liverpool City Council's granting of outline planning consent for 'Liverpool Waters' – a major new development within and contiguous to the World Heritage Site – and the conclusion reached by the joint UNESCO-ICOMOS reactive monitoring mission in November 2011 that this development would irreversibly damage the outstanding universal value of the site. The mayor of Liverpool has described the UNESCO status as a 'plaque on the wall', one that is dispensable if it interferes with economic development objectives for the city. In 2013, the City Council's decision was endorsed by the United Kingdom government.

The debate has polarised heritage and development objectives for the city, undermining more than a decade of efforts to harness them to common purpose. Does this signal an insoluble conflict between the two objectives, or a specific failure in this instance?

Liverpool's decline in the twentieth century was so dramatic and catastrophic that by the 1980s it came to be regarded as an intractable problem by the British government. Liverpool's branding as a city of culture and heritage in the first decade of the twenty first century, vaunted as a solution, failed to impact on long-seated socio-economic challenges facing a large section of its citizens; rather, it intensified divisions between gentrification and deprivation. Whereas the city's population has now stabilised, the historic core and inner city areas display the highest levels of vacancy and dereliction for a major city in the United Kingdom. Liverpool Waters is anticipated to aggravate this problem by siphoning investment funding away from the historic fabric, both physical and social, in favour of what is in effect a new city.

This paper will discuss whether has UNESCO illuminated or confused this discourse.

VANESSA TUENSMAYER, MAASTRICHT UNIVERSITY (THE NETHERLANDS)

THE UNESCO WORLD HERITAGE COMMITTEE – AN
ADDITIONAL FORUM FOR INDIGENOUS ACTIVISM?

The current Operational Guidelines 2012¹ neither recognize the rights of indigenous people to a satisfying degree nor do they ensure adequate involvement of indigenous peoples in the process leading to the nomination of

¹ Available via UNESCO web page at: <http://whc.unesco.org/archive/opguide12-en.pdf>

a World Heritage site.² Calls for reform have been plentiful and resulted in a meeting of international experts in Copenhagen in 2012 who proposed a number of amendments to ensure adequate involvement of indigenous people.³ As a response to these calls for reforms, the World Heritage Committee in its session of June 2013 called upon the Consultative Body on Operational Guidelines "to consider any implications for future revisions of the Operational Guidelines".⁴ The article seeks to shed light on the extent to which the amendments proposed by the expert meeting would have an impact on the (legal) position of indigenous groups. It does so by contemplating 2 sub-questions: First, in how far would the proposed amendments ensure that indigenous peoples are provided with an additional forum to present their rights claims vis-à-vis the state. Second, taking Ronald Niezen's theory on public justice as a starting point, do the amendments favour indigenous activism?⁵ R. Niezen views the unidentifiable public(s) as a central element in the advancement of rights through activism, from which he deduces a number of elements favourable to (indigenous) activism: distinctiveness of the claim advanced, a perceived 'worthiness' to be saved [in the eye of the public] as well as a juridification of the claim.

KEYNOTE 3

GRO B. WEEN, DEPT. OF ANTHROPOLOGY, UNIVERSITY OF ABERDEEN/CULTURAL HISTORY MUSEUM, UNIVERSITY OF OSLO (UK/NORWAY)

EXPLORING HERITAGE LIVES, INDIGENOUS PEOPLES IN WORLD HERITAGE SITES

This paper approaches World Heritage as a construction process, a coming-into-being of particular kinds of landscapes that represent a scarce commodity in need of protection, sites that deserve a place within a global museum (Meskell 2002). I will attend to how the particular spaces are created, maintained and the ways in which they are put into circulation. My primary interest is with how indigenous land is enacted within such World Heritage processes. For the indigenous involved, does World Heritage remain a colonial project, and in what ways? Are there significant differences involved with living somewhere

² A short overview over the status of implementation of UN Declaration of the Rights of Indigenous People in the context of the 1972 World Heritage Convention was presented as a joint statement by a number of groups advancing indigenous rights to the UNPFII, available at:

http://www.iwgia.org/iwgia_files_news_files/0797_UNPFII_2013_Joint_Statement_-_Implementation_of_UNDRIP_in_the_context_of_the_H_Convention.pdf

³ Available via UNESCO web page

<http://whc.unesco.org/uploads/events/documents/event-906-2.pdf>

⁴ WHC-13/37.COM/20, Decision 37 COM 5A, paragraph 6 available at: <http://whc.unesco.org/en/sessions/37COM/>

⁵ R. Niezen, *Public Justice and the Anthropology of Law*, Cambridge University Press 2010

labeled as a natural heritage site in comparison to living in a place categorised as a mixed site, as sites constructed on the premise that local peoples' ongoing engagement with the land is what is worthwhile to protect? How, within such processes of becoming sites, are categories such as history, nature and culture valorized, and what happens when such categories as practiced interface with indigenous lives on the land? I will investigate these issues with reference to World Heritage sites in Sápmi, in Alaska and South Africa.

SESSION 5: WORLD HERITAGE IMPACT ON NATURAL HERITAGE

KRISTAL COE, AUSTRALIAN NATIONAL UNIVERSITY (AUSTRALIA)

IS IT REALLY JUST THE TREES? INTERROGATING OUV IN THE GREATER BLUE MOUNTAINS WORLD HERITAGE AREA

The Greater Blue Mountains World Heritage Area (GBMWhA) in Australia was inscribed on the World Heritage list in 2000. The campaign, first for World Heritage nomination and then for inscription, lasted for over two decades and cycled through various natural and cultural assessments, themes and a half-hearted serial nomination. After being rejected on cultural and aesthetic grounds Australia stepped up its World Heritage campaign with an ecological theme. The theme was Eucalypts, or more specifically, the biodiversity of Eucalypts, and it did finally make an impression on the World Heritage Committee, despite IUCN opposition, who inscribed the property in December 2000. But what impression have Eucalypts made on communities adjacent to the World Heritage area? The answer is – complicated. In the towns adjoining the GBMWhA trees and people have a love/hate relationship based on perceptions of a tree's 'proper' place in the landscape, a patriotic appreciation for 'nativeness', cost, fear or risk avoidance and the celebrated 'blue haze'. This paper discusses each of these relationships in turn exploring why OUV is misrepresented as well as misunderstood by local people. It concludes by exploring the consequences of this disconnection between OUVs and local values in the GBMWhA and asks the question – does it really matter?

HERDIS HØLLELAND, UNIVERSITY OF OSLO (NORWAY)

THE ERUPTION – WHEN THE WORLD HERITAGE STATUS MADE ALL THE DIFFERENCE?

In 1995-96 the largest of the three volcanoes, Mount Ruapehu, of Tongariro National Park in New Zealand erupted. Clearly the World Heritage status had little impact on the actual eruption and those that followed. However, once the

World Heritage Centre was notified, the World Heritage Committee came to impact the local and national decision-making in New Zealand. More precisely, the World Heritage Committee came to impact the discussions on the lahar (i.e. a mudflow composed of a slurry of pyroclastic rocks) management of the Crater Lake of Mount Ruapehu that followed in the late 1990s. Using the eruption as a starting point, this paper explores how and why the World Heritage status made an impact on the lahar management in New Zealand. Contrasting the Tongariro case with the debate on Kakadu, the paper discusses how States Parties act differently to 'the sense of being watched' and 'the obligation to conserve'. It argues that answers to the why and how of the impact to a large extent must be seen in relation to the States Parties' World Heritage histories and their familiarity with the flexibility of convention's patterns of practice.

ALLAN SANDE, UNIVERSITY OF NORDLAND (NORWAY)

NATURAL WORLD HERITAGE AND DEMOCRATIC CHALLENGES IN SCANDINAVIAN COUNTRIES

The Scandinavian countries of Norway, Finland and Sweden have large natural resources of petroleum, minerals, renewable energy and large areas of wilderness with arctic biodiversity. Nordic collaboration, nomination and implementation of national parks with World Heritage recognition are part of the national policies for conserving natural landscapes and arctic biodiversity. The exploitation of petroleum offshore and minerals onshore in the Arctic region of Scandinavia exposes ecosystems to the risk of pollution and damage. The nation states of Norway, Sweden and Finland have ratified UN conventions on biodiversity conservation and UNESCO's World Heritage Convention. In the paper I will present case-studies of national challenges of implementing these conventions at municipal level and at the same time managing international exploitation of natural resources in the Arctic region of Scandinavia. The national goals are both sustainable use of natural resources and conservation of the ecosystem in large areas of national parks and World Heritage areas. The case studies are based on research on the nomination of Lofoten islands in Norway as a mixed World Heritage Area (Sande 2013), Lapland in Sweden and Norway as mixed World Heritage Area (Sande 2010) and Kvarken in Sweden and Finland as a natural World Heritage Area (Svels 2011). These goals of conservation of nature are implemented through the World Heritage designation and the planning regulations of adjacent areas of land and sea. These designated areas cater for international tourism, but are also the most promising areas for exploitation of natural resources. Inside the World Heritage Areas there are living peoples with democratic and property rights to natural resources. In the paper, I will present a comparative empirical case study of challenges of democratic participation in national decision-making in implementing ecosystem-based management of World Heritage Areas. I will discuss the social effects of the new environmental policy and environmental

institutions in national democratic processes regarding decision-making at World Heritage Sites. The question is: Is eco-system management planning of natural world heritage sites an appropriate institutional framework for solving conflicting interests?

KEYNOTE 4

SOPHIA LABADI, UNIVERSITY OF KENT (UK)

IDENTIFYING THE SOCIO-ECONOMIC IMPACTS OF WORLD HERITAGE: AN IMPOSSIBLE MISSION?

Major research has been recently published on the impacts and benefits of World Heritage listing. In particular, the different events and publications for the 40th anniversary of the Convention (in 2012) celebrated the positive impacts and major benefits of this international legal instrument. Despite these major research and events, evaluating the socio-economic impacts of World Heritage listing remains a daunting task.

Whilst recognizing the importance of previous work on impacts, this keynote speech will chart the different issues with identifying the social and economic impacts of World Heritage. This will be based on analyses of a number of case studies from around the world. This paper will then present recent initiatives, developed both at UNESCO and in academia; to solve these issues and provide a solid framework for the identification of the socio-economic impacts of World Heritage.

SESSION 6: DREAMING OF IMPACT: WORLD HERITAGE AND TOURISM

WOOHEE KIM, SEOUL GLOBAL HIGH SCHOOL / RESEARCH INSTITUTE FOR CULTURAL HERITAGE (SOUTH KOREA)

WORLD HERITAGE DESIGNATION; THE CHANGE IN PEOPLE'S AWARENESS OF WORLD HERITAGE SITES

This paper seeks to explore how local people and tourists in Seoul, South Korea changed their perceptions of World Heritages sites after their designation, thereby analyzing the intangible changes of World Heritage inscription. The paper will focus on Changdeokgung palace, designated as World Heritage in 1997, and Royal Tombs of Joseon Dynasty, which have been designated as World Heritage in 2009. A survey asking local people and tourists about how they viewed the cultural heritage before and after its designation of World

Heritage will be conducted in both sites. For Changdeokgung Palace, the paper will mainly focus on how the international network had contributed to the promotion of awareness through paper research, survey and interviews with the Changdeokgung palace office. As for the Royal tombs of Joseon Dynasty, which has been designated relatively later and was less well-known, the paper will focus on analyzing the change in people's awareness due to the designation as internationally-recognized World Heritage through Royal tomb administrative office interviews and survey. Through the analysis of two World Heritage sites, the paper aims to study both short-term and long-term intangible effects of international network inclusion as World Heritage on local people and tourists' awareness.

NIKOLA NAUMOV, KING'S COLLEGE LONDON (UK)

SEEKING THE REAL VALUE OF WORLD HERITAGE LISTING – A POST-COMMUNIST PERSPECTIVE

Culture and heritage have always been an integral part of tourism activities. The increased interest in culture and heritage based tourism products may be explained through the multidimensional character of these phenomena, which attracts tourists from different backgrounds, interests and motivations. The growing interest of tourism and globalisation, however, have threatened the fragility and authenticity of cultural heritage sites resulting in numerous impacts, conflicts and constraints related to the preservation and conservation of heritage value as well as notable economic, socio-cultural and environmental concerns. Numerous measures have been taken to conserve the sites, including the establishment of the World Heritage List in 1972 by United Nations, Educational, Scientific and Cultural Organization (UNESCO). Forty years later, however, World Heritage Sites have become very popular tourism attractions bringing an array of conflicts, tensions and debates about the real value of this designation.

The aim of this report is to discuss the impacts of World Heritage Designation on the development and management of tourism activities. The paper critically examines the positive and negative impacts of this recognition focusing on the contemporary conflicts and tensions of using cultural heritage for tourism purposes in the Ancient City of Nessebar, Bulgaria. The town, recognised as a World Heritage Site, is currently under the monitoring of UNESCO due to illegal building, inappropriate level of conservation of heritage monuments, and increased number of shops and restaurants. The paper suggests that a different approach is needed evaluating the real impacts of the designation and proposes further research related to tourists' motivation and cultural experiences. The report is based on observation and preliminary informal interviews with local residents and tourism officials as well as content analysis of available policies, strategies and previous papers.

ANARAA NYAMDORJ, THE LGBT CENTRE OF MONGOLIA (MONGOLIA)

WORLD HERITAGE VS. ETHNIC PRIDE: A DEADLOCK ON THE STEPPES

Mongolia boasts to have given birth to a prominent individual recognised as one of the Millennium people: the founder of the Mongol Empire, Chinggis Khan. Abhorred, denied and forbidden during the socialist era of Mongolia's history, he was reclaimed with a national pride following the democratic transition in the early 1990s, which, in conjunction with the policies by the Government of Mongolia to revive ethnic and national history, led to a strong move to commercialise on the cultural and historical heritage sites of former imperial glory for tourism promotion. The first such internationally recognised site, the Orkhon River Valley, the site of the first capital of the Mongol Empire, is now home to many tourist attractions. However, obtaining the world heritage status for the cultural and natural landscapes has become a double-edged sword for Mongolia: on the one hand, the recognition and enlisting of the Orkhon Valley Cultural Landscapes in the UNESCO World Heritage status in 2004, followed by the enlisting of the Petroglyphic Complexes of the Mongolian Altai, enhanced by the fact that Mongolia is a home to the last nomadic people on Earth, did promote tourism and thus generated income for the local governments; on the other hand, such listings had contributed greatly to a sense of ethnic pride, which, coupled with the lack of legal protections and measures in place to promote diversity and human rights, led to many tourists being attacked and violated due to the ethnic pride being taken to mean ultranationalism and intolerance. This article looks into the state of tourism since 2004 in Orkhon Valley, Uvurkhangai province specifically and the records and background behind the violence against foreigners in Mongolia from 2004, and argues that there is a need to balance the ethnic heritage concepts with the World Heritage status.

MICHAEL SCHIMEK, SITE MANAGER OF THE WORLD HERITAGE OF SITE WACHAU (AUSTRIA)

EXCHANGING VIEWS AND PROJECTS – POSITIVE EFFECTS OF INTERNATIONAL NETWORKING IN WORLD HERITAGE SITE MANAGEMENT

The Austrian cultural landscape Wachau was inscribed on the World Heritage list in 2000. Since 2002, the site management is mainly financed by European programmes like Leader, Life and Interreg. This is why, following the general idea of these programmes, the Wachau reached out to similar WH sites to share ideas and projects in order to facilitate better site management for all parties involved.

Most of all, we formed a long-lasting friendship with the German WH site Upper Middle Rhine Valley. When planning the "World Heritage Trail", a hiking

route surrounding the Wachau, we imported a lot of know-how from similar projects in Germany. The trail, only after three years of existence, hosts 120,000 hikers a year, who are very desirable guests making an impact on the local economy.

In return, the German winegrowers adopted a strategy which had already been successful for 30 years in the Wachau and allowed our winegrowers to keep producing wine on steep terraces which are not suitable for mechanization. Despite this situation, the winegrowing area in the Wachau stayed constant during the last decades, in difference to many other similarly structured regions. This is why the German winegrowers, making use of Austrian know-how, hope to be able to stop the loss of winegrowing areas in their own landscape.

Recently, the Wachau also took part in ViTour, a network of winegrowing WH sites. Over three years, the ten regions from Austria, Germany, Hungary, Italy, France, Portugal, and Switzerland exchanged project ideas on all kinds of aspects of cultural landscape management. Each of them then adopted at least one of them for its own purposes. Some other results of the collaboration are a database of more than 60 good practice projects and policies or a common publication on the preservation and enhancement of WH winegrowing landscapes.

KRISTINA SVELS, ÅBO AKADEMI UNIVERSITY (FINLAND)

SINGLE-HANDED OR COMMON GOVERNANCE OF A WORLD HERITAGE SITE

Areas inscribed as UNESCO World Heritage sites (WHS) are specific tourist destinations and tourism experiences in their own right (Butler, R.W.: 2006a). Since they can be regarded as important attractions for tourists as well as living milieus for locals there are important issues regarding governance of the site. Academic research does not show a homogenous view on increased tourism demand sequenced WH designation (Patuelli, Mussoni: 2013; Candela: 2013). UNESCO, nonetheless, states that tourist activities at the site increase with the WH designation (UNESCO 2012).

The Kvarken Archipelago, Finland, is a valuable area in many ways. It has both high natural and cultural values and is designated WHS (2006). The area has achieved the international award in recognition of the high geological values. By ratifying the World Heritage Convention (1972) in 1987 Finland accepts an international responsibility for the sustainable management of the area.

The analysis in this paper is undertaken in order to portray the impact of WH designation in the Finnish part of the transnational WHS High Coast/Kvarken Archipelago (Sweden/Finland) with the purpose of establishing the level of influence WH governance has on the natural and cultural heritage. Based on empirical data and qualitative research the paper illustrates the official mandate holder's bearing on tourism development within the WHS.

Stakeholders influenced by the WH designation are local authorities, local inhabitants and communities, second home owners and visitors of the WHS.

The research question to be answered is: Can the WH management, being a public authority representative, transform the local people's circumstances and subsequently the WHS's future sustainable tourism expansion, single-handed and without local participation?