

Case Study: UNESCO World Heritage (WH) - Geppert / Nozar

1. General information

1.1. History and objectives

The UNESCO World Heritage programme aims to catalogue, name, and preserve sites of outstanding cultural or natural importance to the common heritage of humankind. The UNESCO seeks to encourage the identification, protection and preservation of cultural and natural heritage around the world considered to be of outstanding value to humanity. This is embodied in an international treaty called the *Convention concerning the Protection of the World Cultural and Natural Heritage*, which was adopted by the General Conference of UNESCO on 16 November 1972. Since then, 180 state parties (countries) have ratified the convention.

Cultural and natural heritage are defined in Articles 1 and 2 of the *World Heritage Convention*.

Article 1

For the purposes of this Convention, the following shall be considered as "cultural heritage";

- **monuments: architectural works, works of monumental sculpture and painting, elements or structures of an archaeological nature, inscriptions, cave dwellings and combinations of features, which are of outstanding universal value from the point of view of history, art or science;**

- *groups of buildings: groups of separate or connected buildings which, because of their architecture, their homogeneity or their place in the landscape, are of outstanding universal value from the point of view of history, art or science;*

- *sites: works of man or the combined works of nature and of man, and areas including archaeological sites which are of outstanding universal value from the historical, aesthetic, ethnological or anthropological points of view.*

Article 2

For the purposes of this Convention, the following shall be considered as "natural heritage":

- *natural features consisting of physical and biological formations or groups of such formations, which are of outstanding universal value from the aesthetic or scientific*

point of view; geological and physiographical formations and precisely delineated areas which constitute the habitat of threatened species of animals and plants of outstanding universal value from the point of view of science or conservation;

- *natural sites or precisely delineated natural areas of outstanding universal value from the point of view of science, conservation or natural beauty.¹*

There are currently 812 WH sites located in 137 state parties. Of these, 628 are cultural, 160 are natural and 24 are mixed properties. Further site classification includes the classification of the state parties among five geographic zones: Africa, Arab States (composed of northern Africa and the Middle East), Asia-Pacific

¹ UNESCO

(includes Australia and Oceania), Europe and North America (specifically, USA and Canada), and Latin America and the Caribbean.

In the European Union, we can currently find 300 World Cultural Heritage Sites in the UNESCO list, most of them in the countries Italy (42 sites including the 2 Vatican City sites), Spain (38 sites), Germany (31 sites), France (30 sites) and United Kingdom (26 sites). Each WH site is the property of the country on whose territory the site is located, but it is considered in the interest of the international community to preserve each site for future generations of humankind. The protection and conservation of these sites are a concern of all the 180 WH countries.

1.2. Selection criteria

As of 2005, there is a set of ten criteria, for both cultural and natural heritages. Nominated sites must be of "outstanding universal value" and meet one or more of the following ten criteria. Nominated properties shall therefore :

- I. represent a masterpiece of human creative genius;
- II. exhibit an important interchange of human values, over a span of time or within a cultural area of the world, on developments in architecture or technology, monumental arts, town-planning or landscape design;
- III. bear a unique or at least exceptional testimony to a cultural tradition or to a civilization which is living or which has disappeared;
- IV. be an outstanding example of a type of building, architectural or technological ensemble or landscape which illustrates (a) significant stage(s) in human history;
- V. be an outstanding example of a traditional human settlement, land-use, or sea-use which is representative of a culture (or cultures), or human interaction with the environment especially when it has become vulnerable under the impact of irreversible change;
- VI. be directly or tangibly associated with events or living traditions, with ideas, or with beliefs, with artistic and literary works of outstanding universal significance. (The Committee considers that this criterion should preferably be used in conjunction with other criteria);
- VII. contain superlative natural phenomena or areas of exceptional natural beauty and aesthetic importance;
- VIII. be outstanding examples representing major stages of earth's history, including the record of life, significant on-going geological processes in the development of landforms, or significant geomorphic or physiographic features;
- IX. be outstanding examples representing significant on-going ecological and biological processes in the evolution and development of terrestrial, fresh water, coastal and marine ecosystems and communities of plants and animals;
- X. contain the most important and significant natural habitats for in-situ conservation of biological diversity, including those containing threatened species of outstanding universal value from the point of view of science or conservation.

To be deemed of outstanding universal value, a property must also meet the conditions of integrity and/or authenticity and must have an adequate protection and management system to ensure its safeguarding.²

1.3. Funding

The conservation and protection of WH sites would not be possible without the financial resources to meet WH needs. Sources of income include the World Heritage Fund, which receives most of its income from compulsory contributions from countries (States Parties) and from voluntary contributions. Other sources of income include profits derived from sales of World Heritage publications, or funds-in-trust that are donated by countries for specific purposes.

World Heritage Fund

The World Heritage Fund provides about US \$4 million annually to support activities requested by States Parties in need of international assistance. It includes compulsory and voluntary contributions from the States Parties, as well as from private donations. The World Heritage Committee allocates funds according to the urgency of requests, priority being given to the most threatened sites. International Assistance from the Fund can support requests falling under five categories:

- **Preparatory assistance:** to prepare tentative lists, nominations of properties, conservation project proposals or management plans;
- **Training assistance:** to support group training activities, mainly for personnel working on WH sites (individual scholarships cannot be funded);
- **Technical cooperation:** to provide expertise and material support for management plans and various conservation activities;

² UNESCO

- **Emergency assistance:** to enable urgent action to repair damage caused by adverse human activity or natural disasters;
- **Promotional and educational assistance:** to raise awareness and develop educational materials.

Funds-in-Trust

Funds-in-Trust are donations given by countries to support specific projects with defined goals and objectives.

- Netherlands Funds-in-Trust
- Flemish Funds-in-Trust
- France-UNESCO Cooperation Agreement
- Italian Funds-in-Trust
- Japanese Funds-in-Trust
- Spanish Funds-in-Trust

The *Convention* provides International Assistance to States Parties for the protection of the world cultural and natural heritage located on their territories and inscribed, or potentially suitable for inscription on the World Heritage List. International Assistance should be seen as supplementary to national efforts for the conservation and management of World Heritage and Tentative List properties when adequate resources cannot be secured at the national level.

1.4. Reporting and monitoring

Inscribing a site on the World Heritage List is not the end of the story. Site managers and local authorities continuously work towards managing, monitoring and preserving the World Heritage properties. States Parties have an obligation to prepare regularly reports about the state of conservation and the various protection measures put in place at their sites. These reports allow the World Heritage Committee to assess the conditions at the sites and, eventually, to decide on the necessity of adopting specific measures to resolve recurrent problems. One of such measures could be the inscription of a property on the List of World Heritage in Danger.

The Periodic Reporting process provides an assessment of the application of the World Heritage Convention by the States Parties. It also provides updated information about the sites to record possible changes in the state of conservation of sites. The Periodic Reports – submitted by the States Parties themselves – are prepared on a regional basis and are examined by the World Heritage Committee on a pre-established schedule based on a six-year cycle. The results are included in the report of the World Heritage Committee to the General Conference of UNESCO.

2. Examination and conclusions

Despite the well defined objectives and procedures to monitor and report the success of WH sites, there can be observed many restrictions in practice. For this case study, 32 WH sites within the 25 EU member countries (one from each member state, 2 from member states with a population size bigger than 10 million) were selected and asked to answer some brief questions about the development of the place since its nomination by UNESCO (see questionnaire in annex). Although the high response rate of approximately 30%, most of the sites had no data available on visitor numbers, income and expenditure. There is currently little research evidence available demonstrating the economic and other benefits associated with WH site status. ICOMOS UK has a study underway that investigates the impact of WH site status on the people's decision to visit a cultural heritage site. Research carried out in Australia³ found that the greatest effect on WH site status is on attracting international visitors rather than the domestic market. It seems obvious that the WH site status is seldom the key reason for visiting a city, yet it adds value to the destination.

One key to success is the existence of a **management plan** or at least a **marketing programme**. Liverpool, for instance, has developed a management plan that provides a framework for the continuous management of the site. The purpose of this plan is to ensure that the structures and values contributing to the WH interests are identified and then protected and promoted. The plan also includes the promotion of new development, provided that it is of suitable scale and high quality design and does not involve the loss or damage of WH settings.

Liverpool (United Kingdom)

The Liverpool Mercantile City, including that part of the city which is both authentic and relates strongly to its historic role as a commercial port, was inscribed as WH site in July 2004. In the past 25 years, public and private sector sources have invested both time and money in preserving and renovating many of the city's important commercial and civic buildings. The WH site comprises 136 hectares of the city, and includes over 550 properties, mostly privately owned. The total investment in the cultural property since inscription is not known, but a public fund has been established for a Townscape Heritage Initiative to assist with buildings at risk in the WH site and buffer zone. The city council commits major revenue funding for maintenance throughout the city as well as some major capital expenditure within the WH site. As the site is part of a living city, it is used manifoldly as tourist sight and place for cultural events (e.g. exhibitions, concerts etc.).

At Neusiedler See Lake, for instance, the national and Austrian and Hungarian authorities have jointly developed a management plan for the conservation, utilisation and sustainable development of the WH site. Main tasks according to the management plan are to conserve the value of the WH site, to increase public awareness of and interest in the site, to identify cultural and economic benefits and to outline a sustainable management approach balancing all aspects of use (e.g. conservation of culture, protection of nature, tourism, farming and regional development).⁴

Neusiedler See Lake (Austria and Hungary)

Situated at the border between Austria and Hungary, the Neusiedler See Lake is a UNESCO World Heritage since 2001. The "Verein Welterbe Neusiedler See (Association World Heritage Neusiedler See Lake)" was funded to manage the site. This association invested € 350 000 since the designation. As the lake is a cultural landscape, it is used both as point of attraction for tourists and as setting for cultural events.⁵

Avignon has realised the need to establish communication and marketing for the WH sites. According to Mrs Lentsch, Head of the Department for Heritage and Culture at the Avignon Town Hall, the classification as WH site has not been used as marketing tool in the past. The Palais des Papes is the only place benefiting from a certain sensitisation in this context. The city is now preparing to globally assert and market the entirety of the WH sites by establishing jointly communication and activities.

³ Australian Heritage Commission: World Heritage Icon Value – Contribution of World Heritage Branding to Nature Tourism, 2002

⁴ www.welterbe.org

⁵ Richard Giefing, Association World Heritage Neusiedler See Lake, Site Manager, April 2006

Avignon (France)

Avignon, situated in the Provence in the South of France, has WH site status since 1995. The WH sites are scattered over the city and its environment. They comprise the Place du Palais, the Palais des Papes, the Cathedral of Notre-Dame des Doms, the Petit Palais, the Tours des Chiens, the Ramparts and Saint-Bénézet Bridge. Avignons WH sites are used for various purposes. Many of them are places of interest for tourist and thus used as sights. Others are used as private homes, public gardens and public buildings (like the "archives départementales"). Further kinds-of-use are conventions, expositions, concerts and religious use. As the management of the WH sites is divided into different administration and private organisations, no cumulative figures are available. However, Avignon town hall was able to provide us with information for the most-visited WH sites.⁶

Number of visitors (in 2004):

Palais des Papes: 532 010

Pont d'Avignon : 323 533

Petit Palais : 30 494

The visitor number grew by 3.5% in comparison to the previous year.

Revenues and costs (in 2003)

Palais des Papes: revenues 4 944 470€ / operating cost 4 602 892€

Pont d'Avignon : revenues 842 393€ / operating cost 883 539€

Petit palais: revenues 57 000€

Rocher des Doms (public garden): costs for maintenance 650 000 €

Archives départementales: costs for maintenance 15 000 €

Avignon values the total effect of WH status on the city as positive. The effect on the city's image and identity are also estimated as positive.

Fundraising is closely connected to the issue of a management or marketing plan. The availability of sufficient financial resources is necessary for the success of a WH site. According to Tim Badman, Manager of the WH site Dorset and East Devon Coast, WH status increased the funds available to the site by regional governments. For example, the two concerned county councils have given approximately £ 300 000 (equal to € 437 000) for the appointment of a staff team, for conservation of the site as well as for marketing activities. The site has furthermore succeeded in attracting over £ 650 000 (equal to € 946 000) for a new bus service which makes the whole site easy accessible for visitors.⁷

The management of the site has led a programme of work on awareness raising and founded a WH Coast Trust with the objective to strengthen cooperation with various partners and to find additional sources of funding (sponsorship and grants). "We are confident that the WH Coast Trust will rapidly become a significant funding body. We would like to see it funding research projects associated with conserving the site and the development of publications to educate and inform a wide variety of visitors, ranging from school parties to holidaymakers." (Malcolm Turnbull, WH Coast Trustee)

Dorset and East Devon Coast (United Kingdom)

Located on the south coast of the UK, the nominated site comprises about 155 km of undeveloped coastline and countryside. The cliff exposures along the Dorset and East Devon coast provide an almost continuous sequence of rock formations spanning the Mesozoic Era, or some 185 million years of earth's history.

According to Tim Badman, Manager of the WH site, the site's status as world heritage increased the awareness of the area both internationally and locally: "Designation increases awareness at all levels.(...)WH site status is a form of recognition that the public and the media respond to much more actively and positively than most national designations."

In the Loire Valley, the WH site status did bring additional fundings to the region: the "Mission Val de Loire" association is financed by the region, department and cities.

Year 2002 Operating budget: € 0.6 million Investments: € 56 000

Year 2003 Operating budget: € 1.1 million Investments: € 48 000

Year 2004 Operating budget: €1.5 million Investments: € 37 000

⁶ Roberte Lentsch-Vandamme, Mairie d'Avignon, Directrice du Service Patrimoine historique et culturel, Avignon, May 2006

⁷ Tim Badman, Dorset and East Devon Coast WH site, Manager, whc.unesco.org

Loire Valley (France)

The Loire Valley with its more than 3 dozens of castles is WH site since 2000. The site is managed by the "Mission Val de Loire" association that consists of 7 permanent employees and disposes of a management plan. Main purposes of the plan are the mobilization of all involved partners and the building of a network, the promotion of the label "Val de Loire patrimoine mondial (Loire Valley World Heritage)", the protection of the WH site, information and communication and the sensitising of school groups.

Even if we did not find clear evidence on the **impact of WH status** on the number of visitors or on the revenues of the local economy, the UNESCO programme at least seems to enhance the awareness of a place as tourist destination. At Liverpool, for example, the visitor numbers have increased since the inscription, but exact figures at the site are not recorded.⁹ The inscription has supported the development of a positive image and identity of the city. The emerging sense of community pride in Liverpool's heritage is evidenced, for instance, by the large number of residents who regularly visit cultural facilities such as Tate Liverpool or the Conservation Centre.¹⁰ Nancy, whose WH site consists of public spaces, has witnessed an increase in visitors at the Tourist Office at Place Stanislas by 82% in 2005 (May to December) compared to the same period in 2004. This is due to the 250th anniversary of Place Stanislas. Equally, the revenues of local economy grew notably in 2005 through spending for cultural goods and services as well as through spending for hotel, restaurant and transportation services. The impact of the WH site designation on the economy, the population structure and the image and identity of the city are assessed as positive.¹¹

Nancy (France)

The city of Nancy owns WH sites (Place Stanislas, Place de la Carrière and Place d'Alliance) since 1983. Recently there have been investments by the national government (€ 11 million) and by the city (€ 2.75 million) to restore Place Stanislas and transform it into a pedestrian area. The WH sites are used as tourist sights and for various cultural events, for example expositions, festivals and concerts.

At the Finnish Bronze Age Burial Site of Sammallahdenmäki, the number of visitors grew from 1 000 to 5 000 since it was classified as WH site in 1999. 20% of the visitors are foreigners.¹²

Tallinn, whose historic city centre is WH site since 1997, recorded a growth of visitor numbers from 1 million to 4 million, but only secondarily due to the WH status. Primary reason for the growth of visitors in the past decade is the democratisation along with the opening of the former Soviet Union to the Western World. The revenues of the local economy boosted significantly: 200 % growth of spending for cultural goods and services and 500% growth of spending for hotels, restaurants and transportation services.

Tallinn (Estonia)

There have been numerous investments into the site since the inscription in 1997:

City of Tallinn	€	10 000 000
European Union	€	266 000
UNESCO	\$	45 000

The WH site of Tallinn is used for sightseeing as well as for cultural events.

But there are also examples where the inscription as UNESCO WH site did not significantly effect the visitor numbers. At the Rietveld Schröder House in Utrecht, classified as WH site in year 2000, the number of visitors did not change. Consequently, the number of employees at the WH site and the number of employees in tourist industry remained steady. The revenues of the local economy grew little through spending for cultural goods and services and through spending at hotels, restaurants and transportation services. Thus, the effects on the local economy are valued as neutral. Yet, the impact on image and identity of the city are assessed as positive.¹³ In the Loire Valley the number of visitors did not rise significantly since the inscription, but it did not decrease either in

⁸ La Mission Val de Loire: Etat de conservation du Val de Loire, 2005

⁹ John Hinchliffe, Liverpool City Council, World Heritage Officer, Liverpool, May 2006

¹⁰ Liverpool Culture Company & Partners, Liverpool World Heritage Site: Visitor Management Plan, Liverpool, 2005

¹¹ Sebastien Obrecht, Nancy Town Hall, Director for cultural affairs, Nancy, May 2006

¹² Tuula Heikkurinen-Montell, National Board of Antiquities, Curator, Lappi Borough, May 2006

¹³ Menno van Zwoi, Centraal Museum Utrecht, Coordinator Rietveld Schröderhuis, Utrecht, May 2006

times of structurally falling visitor numbers. This might be a sign that the WH site status contributed to a stabilisation of visitor numbers.

The existence of a **cultural event programme** to stress the identity of the place and to continuously renew its visitor appeal are relevant to the economic success of a WH site. The events should help to create the image of an always changing, but in its core identity retained place. "Wear a new coat every year" is the motto. Avignon with its famous festivals as well as Liverpool serve as a good examples. Liverpool has been designated the European Capital of Culture in 2008. This events, along with the city's 800th birthday in 2007, will help to further build on the city's world heritage status and thus reposition the city's image as a cultural tourism destination. At Tallinn, the administration sees the need for more high-qualified cultural events like church concerts, exhibitions about the Old Town etc. They further quote that Tallinn as an old Hanseatic town has not explored its own identity to date. The identity of the city has not been improved by the WH site status, but is still determined by difficulties inherited from the past like environmental, demographical and ethnical problems.¹⁴

Networking is another crucial point for future success of the WH sites, because it enables knowledge transfer and establishment of best practices as well as the benchmarking of results. Common marketing and a uniform recognizable appearance in the public are further synergies. For instance, the UNESCO WH logo could be used consistently at traffic signs, web pages, brochures etc. of all WH sites. Currently, the WH sites are not linked up in a network, neither national nor international. Solitary exception is Germany, where a registered association called "UNESCO-Welterbestätten Deutschland e.V." (UNESCO WH sites Germany reg. Ass.) works as umbrella organisation for the 31 German WH sites.

Spot: UNESCO-Welterbestätten Deutschland e.V.

"UNESCO-Welterbestätten Deutschland e.V." is the association of the German UNESCO World Heritage sites and the corresponding touristic organisations, founded 2001 in Quedlinburg/Germany. It is exclusively financed by the fees of its members. The association is designed to promote the German WH sites, and to coordinate monument preservation with tourism. In particular, it aims to enhance top quality sustainable tourism which does not put too much strain on the ancient monuments. At a time of limited public funds, tourism is an excellent long term approach to raise financial support for World Heritage preservation.¹⁵

Main objectives

The main objectives of the association are:

- to increase awareness of Germany's world heritage sites,
- to promote low-impact, specialised tourism to heritage sites on a sustainable scale,
- to improve the coordination between protection of historical sites and tourism,
- to guarantee the conservation of the sites through the income generated by tourism and
- to offer a consulting service for the World Heritage Site management.

Members

Members of „The UNESCO-Welterbestätten Deutschland e.V.“ are: touristic organisations of the cities, regions and the states, responsible local maintenances of the sites (partly), the German Commission for UNESCO, the German National Tourist Board, the German foundation for monumental protection (Deutsche Stiftung Denkmalschutz) as well as sponsoring members.


Activities

The activities of "The UNESCO-Welterbestätten Deutschland e.V." involve annual meetings and conferences and the presentation of the German Heritage Sites at the world's biggest tourism trade fair ITB Berlin. Moreover, the association organised the exhibition "Germany and its world heritage sites" which was shown at the "Unser Lieben Frauen" monastery in Magdeburg in 2003 and is touring very successfully through various German WH site cities and places since then.

Other activities are the creation of packages and suggested routes in cooperation with the local tourist organizations, the cooperation with foreign heritage sites and organizations and the cooperation with tour operators, specialized on cultural tourism.

¹⁴ Olev Liivik, Tallinn City Government, Cultural Heritage Manager, Tallinn, May 2006

¹⁵ Interview with Mrs. Anita Schael, UNESCO-Welterbestätten Deutschland e.V., 5/2006



The German UNESCO commission currently carries out a study about the use of German WH sites for tourism purposes. This organisation is holding annual conferences. Main topics of the 2007 conference will be the use of WH sites for tourism purposes as well as the establishment of a European network of WH sites.¹⁶

Compared to the EU initiative of European Capitals of Culture, the UNESCO programme seems to be of less economical importance. It is less strictly managed, monitored and evaluated.

¹⁶ Interview with Mr. Horst Wadehn, Chairman of UNESCO-Welterbestätten Deutschland e.V., 5/2006

3. SWOT Analysis of UNESCO WH status

Strength	Weakness
<ul style="list-style-type: none"> • good promotion for cultural heritage • supports tourism by increasing appeal to international tourists • supports self confidence of local population, identification with local heritage (pride) • international acknowledgement of historic importance • supports new business by increasing appeal to international public • provides opportunities to secure public funding and private sponsorship 	<ul style="list-style-type: none"> • little awareness in public • no financial contribution of UNESCO • no monitoring of statistics • often little importance outside the region • no primary motivation to visit a place
Opportunities	Threats
<ul style="list-style-type: none"> • closer coordination of UNESCO • more financial contribution following uniform and transparent rules • establishing a network of WH sites to ensure knowledge transfer • more research to develop best practices and benchmarks • professional management plan to achieve well-determined goals • professional communication to press and public • monitoring of results • periodically changing events to renew attraction • more exchange of ideas on European or international level (conventions etc.) • partnerships (with tourism industry, with other WH sites, with sponsors) • chance for long-term development of cultural tourism • integration in long-term cultural development strategy • positive image effects • positive effects on local economy (job creation) 	<ul style="list-style-type: none"> • conceptual fatigue • dwindling public attention after some years • concessions to sponsors who gain importance as investors • results are not analysed • weak commitment of public authorities (no sustainable financial support)

Annex 1:

List of UNESCO World Heritage Sites in the European Union (25+)

Austria

- * Historic Centre of the City of Salzburg (1996)
- * Palace and Gardens of Schönbrunn (1996)
- * Hallstatt-Dachstein Salzkammergut Cultural Landscape (1997)
- * Semmering Railway (1998)
- * City of Graz - Historic Centre (1999)
- * Wachau Cultural Landscape (2000)
- * Fertö / Neusiedlersee Cultural Landscape (2001)
- * Historic Centre of Vienna (2001)

Belgium

- * Flemish Béguinages (1998)
- * La Grand-Place, Brussels (1998)
- * The Four Lifts on the Canal du Centre and their Environs, La Louvière and Le Roeulx (Hainault) (1998)
- * Belfries of Belgium and France (1999, 2005)
- * Historic Centre of Brugge (2000)
- * Major Town Houses of the Architect Victor Horta (Brussels) (2000)
- * Neolithic Flint Mines at Spiennes (Mons) (2000)
- * Notre-Dame Cathedral in Tournai (2000)
- * Plantin-Moretus House-Workshops-Museum Complex (2005)

Bulgaria

- * Boyana Church (1979)
- * Madara Rider (1979)
- * Rock-Hewn Churches of Ivanovo (1979)
- * Thracian Tomb of Kazanlak (1979)
- * Ancient City of Nessebar (1983)
- * Pirin National Park (1983)
- * Rila Monastery (1983)
- * Srebarna Nature Reserve (1983)
- * Thracian Tomb of Sveshtari (1985)

Cyprus

- * Paphos (1980)
- * Painted Churches in the Troodos Region (1985, 2001)
- * Choirokoitia (1998)

Czech Republic

- * Historic Centre of Český Krumlov (1992)
- * Historic Centre of Prague (1992)
- * Historic Centre of Telč (1992)
- * Pilgrimage Church of St John of Nepomuk at Zelená Hora (1994)
- * Kutná Hora: Historical Town Centre with the Church of St Barbara and the Cathedral of Our Lady at Sedlec (1995)
- * Lednice-Valtice Cultural Landscape (1996)
- * Gardens and Castle at Kroměříž (1998)
- * Holašovice Historical Village Reservation (1998)
- * Litomyšl Castle (1999)
- * Holy Trinity Column in Olomouc (2000)
- * Tugendhat Villa in Brno (2001)
- * Jewish Quarter and St Procopius' Basilica in Třebíč (2003)

Denmark

- * Jelling Mounds, Runic Stones and Church (1994)

- * Roskilde Cathedral (1995)
- * Kronborg Castle (2000)
- * Ilulissat Icefjord (2004)

Estonia

- * Historic Centre (Old Town) of Tallinn (1997)
- * Struve Geodetic Arc (2005)

Finland

- * Fortress of Suomenlinna (1991)
- * Old Rauma (1991)
- * Petäjävesi Old Church (1994)
- * Verla Groundwood and Board Mill (1996)
- * Bronze Age Burial Site of Sammallahtenmäki (1999)
- * Struve Geodetic Arc (2005)

France

- * Chartres Cathedral (1979)
- * Decorated Grottoes of the Vézère Valley (1979)
- * Mont-Saint-Michel and its Bay (1979)
- * Palace and Park of Versailles (1979)
- * Vézelay, Church and Hill (1979)
- * Amiens Cathedral (1981)
- * Cistercian Abbey of Fontenay (1981)
- * Palace and Park of Fontainebleau (1981)
- * Roman and Romanesque Monuments of Arles (1981)
- * Roman Theatre and its Surroundings and the "Triumphal Arch" of Orange (1981)
- * Royal Saltworks of Arc-et-Senans (1982)
- * Cape Girolata, Cape Porto, Scandola Nature Reserve and the Piana Calanches in Corsica (1983)
- * Church of Saint-Savin sur Gartempe (1983)
- * Place Stanislas, Place de la Carrière and Place d'Alliance in Nancy (1983)
- * Pont du Gard (Roman Aqueduct) (1985)
- * Strasbourg – Grande île (1988)
- * Cathedral of Notre-Dame, Former Abbey of Saint-Remi and Palace of Tau, Reims (1991)
- * Paris, Banks of the Seine (1991)
- * Bourges Cathedral (1992)
- * Historic Centre of Avignon (1995)
- * Canal du Midi (1996)
- * Historic Fortified City of Carcassonne (1997)
- * Pyrénées - Mont Perdu (1997, 1999)
- * Historic Site of Lyons (1998)
- * Routes of Santiago de Compostela in France (1998)
- * Belfries of Belgium and France (1999, 2005)
- * Jurisdiction of Saint-Emilion (1999)
- * The Loire Valley between Sully-sur-Loire and Chalonnes (2000)
- * Provins, Town of Medieval Fairs (2001)
- * Le Havre, the City Rebuilt by Auguste Perret (2005)

Germany

- * Aachen Cathedral (1978)
- * Speyer Cathedral (1981)
- * Würzburg Residence with the Court Gardens and Residence Square (1981)
- * Pilgrimage Church of Wies (1983)
- * Castles of Augustusburg and Falkenlust at Brühl (1984)
- * St Mary's Cathedral and St Michael's Church at Hildesheim (1985)
- * Roman Monuments, Cathedral of St Peter and Church of Our Lady in Trier (1986)
- * Frontiers of the Roman Empire (1987, 2005)

- * Hanseatic City of Lübeck (1987)
- * Palaces and Parks of Potsdam and Berlin (1990, 1992, 1999)
- * Abbey and Altenmünster of Lorsch (1991)
- * Mines of Rammelsberg and Historic Town of Goslar (1992)
- * Maulbronn Monastery Complex (1993)
- * Town of Bamberg (1993)
- * Collegiate Church, Castle, and Old Town of Quedlinburg (1994)
- * Völklingen Ironworks (1994)
- * Messel Pit Fossil Site (1995)
- * Bauhaus and its Sites in Weimar and Dessau (1996)
- * Cologne Cathedral (1996)
- * Luther Memorials in Eisleben and Wittenberg (1996)
- * Classical Weimar (1998)
- * Museumsinsel (Museum Island), Berlin (1999)
- * Wartburg Castle (1999)
- * Garden Kingdom of Dessau-Wörlitz (2000)
- * Monastic Island of Reichenau (2000)
- * Zollverein Coal Mine Industrial Complex in Essen (2001)
- * Historic Centres of Stralsund and Wismar (2002)
- * Upper Middle Rhine Valley (2002)
- * Dresden Elbe Valley (2004)
- * Muskauer Park / Park Muzakowski (2004)
- * Town Hall and Roland on the Marketplace of Bremen (2004)

Greece

- * Temple of Apollo Epicurius at Bassae (1986)
- * Acropolis, Athens (1987)
- * Archaeological Site of Delphi (1987)
- * Archaeological Site of Epidaurus (1988)
- * Medieval City of Rhodes (1988)
- * Meteora (1988)
- * Mount Athos (1988)
- * Paleochristian and Byzantine Monuments of Thessalonika (1988)
- * Archaeological Site of Olympia (1989)
- * Mystras (1989)
- * Delos (1990)
- * Monasteries of Daphni, Hossios Luckas and Nea Moni of Chios (1990)
- * Pythagoreion and Heraion of Samos (1992)
- * Archaeological Site of Vergina (1996)
- * Archaeological Sites of Mycenae and Tiryns (1999)
- * Historic Centre (Chorá) with the Monastery of Saint John "the Theologian" and the Cave of the Apocalypse on the Island of Pátmos (1999)

Hungary

- * Budapest, including the Banks of the Danube, the Buda Castle Quarter and Andrásy Avenue (1987, 2002)
- * Old Village of Hollókő and its Surroundings (1987)
- * Caves of Aggtelek Karst and Slovak Karst (1995, 2000)
- * Millenary Benedictine Abbey of Pannonhalma and its Natural Environment (1996)
- * Hortobágy National Park - the Puszta (1999)
- * Early Christian Necropolis of Pécs (Sopianae) (2000)
- * Fertő / Neusiedlersee Cultural Landscape (2001)
- * Tokaj Wine Region Historic Cultural Landscape (2002)

Iceland

- * Þingvellir National Park (2004)

Ireland

- * Archaeological Ensemble of the Bend of the Boyne (1993)

- * Skellig Michael (1996)

Italy

- * Rock Drawings in Valcamonica (1979)
- * Church and Dominican Convent of Santa Maria delle Grazie with "The Last Supper" by Leonardo da Vinci (1980)
- * Historic Centre of Rome, the Properties of the Holy See in that City Enjoying Extraterritorial Rights and San Paolo Fuori le Mura (1980, 1990)
- * Historic Centre of Florence (1982)
- * Piazza del Duomo, Pisa (1987)
- * Venice and its Lagoon (1987)
- * Historic Centre of San Gimignano (1990)
- * I Sassi di Matera (1993)
- * City of Vicenza and the Palladian Villas of the Veneto (1994, 1996)
- * Crespi d'Adda (1995)
- * Ferrara, City of the Renaissance, and its Po Delta (1995, 1999) 15
- * Historic Centre of Naples (1995)
- * Historic Centre of Siena (1995)
- * Castel del Monte (1996)
- * Early Christian Monuments of Ravenna (1996)
- * Historic Centre of the City of Pienza (1996)
- * The Trulli of Alberobello (1996)
- * 18th-Century Royal Palace at Caserta with the Park, the Aqueduct of Vanvitelli, and the San Leucio Complex (1997)
- * Archaeological Area of Agrigento (1997)
- * Archaeological Areas of Pompei, Herculaneum and Torre Annunziata (1997)
- * Botanical Garden (Orto Botanico), Padua (1997)
- * Cathedral, Torre Civica and Piazza Grande, Modena (1997)
- * Costiera Amalfitana (1997)
- * Portovenere, Cinque Terre, and the Islands (Palmaria, Tino and Tinetto) (1997)
- * Residences of the Royal House of Savoy (1997)
- * Su Nuraxi di Barumini (1997)
- * Villa Romana del Casale (1997)
- * Archaeological Area and the Patriarchal Basilica of Aquileia (1998)
- * Cilento and Vallo di Diano National Park with the Archeological sites of Paestum and Velia, and the Certosa di Padula (1998)
- * Historic Centre of Urbino (1998)
- * Villa Adriana (Tivoli) (1999)
- * Assisi, the Basilica of San Francesco and Other Franciscan Sites (2000)
- * City of Verona (2000)
- * Isole Eolie (Aeolian Islands) (2000)
- * Villa d'Este, Tivoli (2001)
- * Late Baroque Towns of the Val di Noto (South-Eastern Sicily) (2002)
- * Sacri Monti of Piedmont and Lombardy (2003)
- * Etruscan Necropolises of Cerveteri and Tarquinia (2004)
- * Val d'Orcia (2004)
- * Syracuse and the Rocky Necropolis of Pantalica (2005)

Latvia

- * Historic Centre of Riga (1997)
- * Struve Geodetic Arc (2005)

Lithuania

- * Vilnius Historic Centre (1994)
- * Curonian Spit (2000)
- * Kernavė Archaeological Site (Cultural Reserve of Kernavė) (2004)
- * Struve Geodetic Arc (2005)

Luxembourg

- * City of Luxembourg: its Old Quarters and Fortifications (1994)

Malta

- * City of Valletta (1980)
- * Hal Saflieni Hypogeum (1980)
- * Megalithic Temples of Malta (1980, 1992)

Netherlands

- * Schokland and Surroundings (1995)
- * Defence Line of Amsterdam (1996)
- * Historic Area of Willemstad, Inner City and Harbour, Netherlands Antilles (1997)
- * Mill Network at Kinderdijk-Elshout (1997)
- * Ir.D.F. Woudagemaal (D.F. Wouda Steam Pumping Station) (1998)
- * Droogmakerij de Beemster (Beemster Polder) (1999)
- * Rietveld Schröderhuis (Rietveld Schröder House) (2000)

Norway

- * Bryggen (1979)
- * Urnes Stave Church (1979)
- * Røros (1980)
- * Rock Drawings of Alta (1985)
- * Vegaøyan – The Vega Archipelago (2004)
- * Struve Geodetic Arc (2005) *
- * West Norwegian Fjords – Geirangerfjord and Nærøyfjord (2005)

Poland

- * Cracow's Historic Centre (1978)
- * Wieliczka Salt Mine (1978)
- * Auschwitz Concentration Camp (1979)
- * Belovezhskaya Pushcha / Białowieża Forest (1979, 1992)
- * Historic Centre of Warsaw (1980)
- * Old City of Zamość (1992)
- * Castle of the Teutonic Order in Malbork (1997)
- * Medieval Town of Toruń (1997)
- * Kalwaria Zebrzydowska: the Mannerist Architectural and Park Landscape Complex and Pilgrimage Park (1999)
- * Churches of Peace in Jawor and Swidnica (2001)
- * Wooden Churches of Southern Little Poland (2003)
- * Muskauer Park / Park Muzakowski (2004)

Portugal

- * Central Zone of the Town of Angra do Heroísmo in the Azores (1983)
- * Convent of Christ in Tomar (1983)
- * Monastery of Batalha (1983)
- * Monastery of the Hieronymites and Tower of Belém in Lisbon (1983)
- * Historic Centre of Évora (1986)
- * Monastery of Alcobaça (1989)
- * Cultural Landscape of Sintra (1995)
- * Historic Centre of Oporto (1996)
- * Prehistoric Rock-Art Sites in the Côa Valley (1998)
- * Laurisilva of Madeira (1999)
- * Alto Douro Wine Region (2001)
- * Historic Centre of Guimarães (2001)
- * Landscape of the Pico Island Vineyard Culture (2004)

Romania

- * Danube Delta (1991)
- * Churches of Moldavia (1993)
- * Monastery of Horezu (1993)

- * Villages with Fortified Churches in Transylvania (1993, 1999)
- * Dacian Fortresses of the Orastie Mountains (1999)
- * Historic Centre of Sighișoara (1999)
- * Wooden Churches of Maramureș (1999)

Slovakia

- * Banská Štiavnica (1993)
- * Spišský Hrad and its Associated Cultural Monuments (1993)
- * Vlkolínec (1993)
- * Caves of Aggtelek Karst and Slovak Karst (1995, 2000)
- * Bardejov Town Conservation Reserve (2000)

Slovenia

- * Škocjan Caves (1986)

Spain

- * Alhambra, Generalife and Albayzín, Granada (1984, 1994)
- * Burgos Cathedral (1984)
- * Historic Centre of Cordoba (1984, 1994)
- * Monastery and Site of the Escorial, Madrid (1984)
- * Works of Antoni Gaudí (1984, 2005)
- * Altamira Cave (1985)
- * Monuments of Oviedo and the Kingdom of the Asturias (1985, 1998)
- * Old Town of Ávila with its Extra-Muros Churches (1985)
- * Old Town of Segovia and its Aqueduct (1985)
- * Santiago de Compostela (Old Town) (1985)
- * Garajonay National Park (1986)
- * Historic City of Toledo (1986)
- * Mudéjar Architecture of Aragon (1986, 2001)
- * Old Town of Cáceres (1986)
- * Cathedral, Alcázar and Archivo de Indias in Seville (1987)
- * Old City of Salamanca (1988)
- * Poblet Monastery (1991)
- * Archaeological Ensemble of Mérida (1993)
- * Route of Santiago de Compostela (1993)
- * Royal Monastery of Santa María de Guadalupe (1993)
- * Doñana National Park (1994)
- * Historic Walled Town of Cuenca (1996)
- * La Lonja de la Seda de Valencia (1996)
- * Las Médulas (1997)
- * Palau de la Música Catalana and Hospital de Sant Pau, Barcelona (1997)
- * Pyrénées - Mont Perdu (1997, 1999)
- * San Millán Yuso and Suso Monasteries (1997)
- * Rock Art of the Mediterranean Basin on the Iberian Peninsula (1998)
- * University and Historic Precinct of Alcalá de Henares (1998)
- * Ibiza, Biodiversity and Culture (1999)
- * San Cristóbal de La Laguna (1999)
- * Archaeological Ensemble of Tàrraco (2000)
- * Archaeological Site of Atapuerca (2000)
- * Catalan Romanesque Churches of the Vall de Boí (2000)
- * Palmeral of Elche (2000)
- * Roman Walls of Lugo (2000)
- * Aranjuez Cultural Landscape (2001)
- * Renaissance Monumental Ensembles of Úbeda and Baeza (2003)

Sweden

- * Royal Domain of Drottningholm (1991)
- * Birka and Hovgården (1993)
- * Engelsberg Ironworks (1993)

- * Rock Carvings in Tanum (1994)
- * Skogskyrkogården (1994)
- * Hanseatic Town of Visby (1995)
- * Church Village of Gammelstad, Luleå (1996)
- * Laponian Area (1996)
- * Naval Port of Karlskrona (1998)
- * Agricultural Landscape of Southern Öland (2000)
- * High Coast (2000)
- * Mining Area of the Great Copper Mountain in Falun (2001)
- * Varberg Radio Station (2004)
- * Struve Geodetic Arc (2005)

United Kingdom of Great Britain and Northern Ireland

- * Castles and Town Walls of King Edward in Gwynedd (1986)
- * Durham Castle and Cathedral (1986)
- * Giant's Causeway and Causeway Coast (1986)
- * Ironbridge Gorge (1986)
- * St Kilda (1986, 2004, 2005)
- * Stonehenge, Avebury and Associated Sites (1986)
- * Studley Royal Park including the Ruins of Fountains Abbey (1986)
- * Blenheim Palace (1987)
- * City of Bath (1987)
- * Frontiers of the Roman Empire (1987, 2005)
- * Westminster Palace, Westminster Abbey and Saint Margaret's Church (1987)
- * Canterbury Cathedral, St Augustine's Abbey, and St Martin's Church (1988)
- * Henderson Island (1988)
- * Tower of London (1988)
- * Gough and Inaccessible Islands (1995, 2004)
- * Old and New Towns of Edinburgh (1995)
- * Maritime Greenwich (1997)
- * Heart of Neolithic Orkney (1999)
- * Blaenavon Industrial Landscape (2000)
- * Historic Town of St George and Related Fortifications, Bermuda (2000)
- * Derwent Valley Mills (2001)
- * Dorset and East Devon Coast (2001)
- * New Lanark (2001)
- * Saltaire (2001)
- * Royal Botanic Gardens, Kew (2003)
- * Liverpool – Maritime Mercantile City (2004)

Annex 2: Questionnaire

Name of the interview partner	
Function within the project "UNESCO World Cultural Heritage"	
Name of institution	
Contact (e-mail, phone)	
Date	
Other contact persons	

1. When was your cultural site nominated World Cultural Heritage?

2. What is the amount of investment into the cultural site since then?

2.1 Investment by your city
approx. _____ €

2.2 Private investment by the (domestic) industry
approx. _____ €

2.3 Investment by the UNESCO fond
approx. _____ €

2.4 Other investments (sponsoring organization)
approx. _____ €

3. How is the cultural site used?

sightseeing exhibitions concerts other

Your comment

4. How did the number of visitors change since your cultural site has been nominated World Cultural Heritage?

from _____ to _____

Your comment

5. What is the amount of the revenues of the World Cultural Heritage?
_____ € per year

6. What is the amount of the personnel costs (wages, salaries, fringe costs)?
_____ € per year

7. Did the local employment rate change?

7.1. Direct employment at the World Cultural Heritage

yes, from _____ to _____

no

7.2. Indirect employment in other industries

yes, from _____ to _____

no

Your comment

8. Did the revenues of the local economy increase?

8.1. Through spendings for cultural goods and services (e.g. museum fees, theatre tickets, related books, souvenirs etc.)

no

little

significant

growth of revenues in % p.a.: _____

8.2. Through other spending at hotels, restaurants, transportation services etc.

no

little

significant

growth of revenues in % p.a.: _____

9. How would you evaluate the overall effects of the project for the city?

9.1. Effects on the local economy

positive

neutral

negative

9.2. Effects on the number and demographic structure of the population

positive

neutral

negative

demographic increase

in % p.a.: _____

demographic decrease

in % p.a.: _____

9.3. Effects on the image / identity of the city

positive

neutral

negative

Your comment

10. Other remarks (e.g. best practices, publications, other contact persons, ...)
