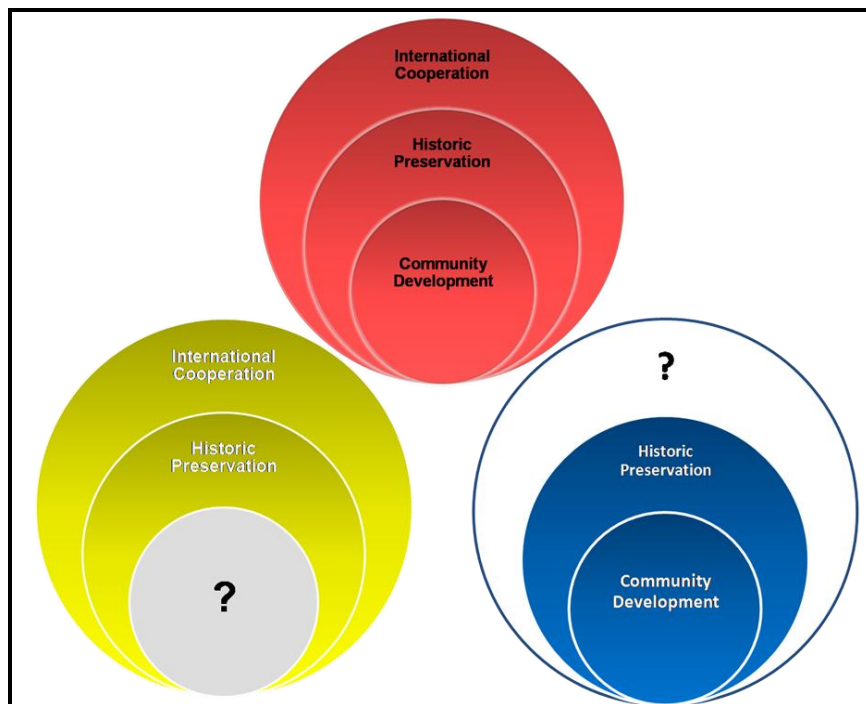


# THE WORLD HERITAGE CONVENTION'S IMPACT ON LOCAL COMMUNITIES:

CAN WE UTILIZE THE U.S. HISTORIC  
PRESERVATION APPROACH FOR THE WORLD  
HERITAGE PROGRAM?



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## ABSTRACT

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WORLD HERITAGE PROGRAM?

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2008

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Many countries try to obtain sustainable community development by participating in the World Heritage Convention, particularly when they discovered that the World Heritage Program is a useful tool for developing cultural recognition as well as for addressing challenging problems related to over successful tourism. While the World Heritage Convention is not generally known in the United States, the country has recently increased their involvement in the World Heritage Convention after rejoining UNESCO. In this paper, first, I will describe how the World Heritage Program is useful for community development, but will also explain the World Heritage's negative impacts of successful tourism on local communities through analysis of a case study: Lijiang, China. Next, I will illustrate the possibilities for the future of the World Heritage program with the U.S.'s renewed participation as a solution for negative impacts local communities. Finally, I will recommend the importance of historic preservation in terms of international cooperation.

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COMMUNITIES:  
CAN WE UTILIZE THE U.S. HISTORIC PRESERVATION APPROACH FOR  
THE WORLD HERITAGE PROGRAM?

By

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## Chapter 1: Introduction

### **Why Do So Few Americans Know That Independence Hall Is a World Heritage?**

“What are the World Heritage sites? What is UNESCO, as well?” These were the questions that people asked me all the time when I brought up the subject of the UNESCO World Heritage Program. In the summer of 2006, I came to the United States to study historic preservation. When people asked me about my studies, I always used the World Heritage sites as an example to explain my interest in historic preservation. However, as soon as I recognized that so few people in the United States know about World Heritage program, I stopped using the World Heritage Program as an example. The reason why I referred to the World Heritage Program to explain historic preservation is that it worked when I explained historic preservation in Japan because the World Heritage Program is so popular in Japan. Most Japanese travel guide books mention which sites and cities are World Heritage sites, and encourage readers to go to World Heritage sites. Japanese travel agencies make tour plans that cover as many World Heritage sites as you can fit in to your trip, as if collecting visiting stamps. There is an even TV program in Japan called the World Heritage Program introducing each site with beautiful pictures (Figure 1). Finally, the World Heritage Program Exam was started to evaluate people’s knowledge about the World Heritage Program and to get qualification from the official World Heritage specialist in 2006.<sup>1</sup> Most other countries such as China or Korea are supportive of the World Heritage Program. However, people do not seem interested in World Heritage sites in the United States. Dallen and Boyd have stated that the only exception to this general rule is the United States, and perhaps the tourists to national parks with World Heritage Site designation do not even recognize that they are visiting a World Heritage Site. Even on the Independence Hall staffer said “What is a World Heritage Site?” after hearing that the Independence Hall is a World Heritage Site. He remarked

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<sup>1</sup> World Heritage Academy <http://www.wha.or.jp/index.html>

According to the website, here is an example question.

“How many percentage of the first Switzerland natural World Heritage property of Jungfrau - Aletsch - Bietschhorn inscribed in 2001 is kept as wild nature? Pick one answer from following. 75% 85% 90% 95%.” Answer is 95%

“We’re one of those?”<sup>2</sup> Interestingly, the official web site of Independence Hall does not mention the World Heritage sites at all.<sup>3</sup>

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<sup>2</sup> Timothy, Dallen J. and Stephen W. Boyd “World Heritage Sites in the Americas” in *Managing World Heritage Sites*. Leask, Anna, Fyall. Alan. Butterworth-Heinemann, 2006, pp246.

<sup>3</sup> The Independence Hall <http://www.nps.gov/inde/>

**Figure 9. Picture of “UNESCO/NHK Videos on Heritage” DVDs.<sup>4</sup>**

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<sup>4</sup> (Amazon.co.jp./ <http://www.amazon.co.jp/exec/obidos/ASIN/4094809007/daiya0b-22/>)  
According to UNESCO website, UNESCO and NHK, which is Japanese TV channel, had a partnership building on art digital visual and sound processing technologies for the production of short digital TV documentaries on the sites using Hi-Vision technology as well as quality 3-D moving images and reconstruction images related to heritage.

## **The Contrast between Other Countries and the United States about the World Heritage Program**

The American stance regarding the World Heritage Program is quite unique because the World Heritage Program is very popular in other countries who know how the economic benefits and fames the World Heritage Program brings to their countries. At the same time, some countries have wondered just how much the World Heritage Program brings in actual benefits for local communities. For example, when comparing the income difference in Lijiang in China was inscribed as a World Heritage Site in 1997, the total amount of income by tourism in 2000 was about 1,500,000,000 Chinese Yuan, which is nine times more than that recorded in 1995, which was about 160,000,000 Chinese Yuan.<sup>5</sup> The preservation work has also done a lot after inscription. Lijiang won the second Award of Excellence in the 2007 UNESCO Asia-Pacific Heritage Awards. UNESCO announced that the renovation project founded by Lijiang City and the World Monument Fund has renovated 299 houses since 2003, which is a significant step in promoting public and private efforts to safeguard vernacular heritage within the framework of the overall World Heritage site conservation management plan.<sup>6</sup> Nevertheless, in these “successful” tourism and renovation efforts, cause local people to sell their houses to people who want to run businesses for tourists, which causes them to move out to quiet, modernized suburbia. Now, Lijiang is no longer a residential area, but a business area. Thus, I assume there is the dilemma between preservation effort and economic development, and there is a gap between preservation activities and community development as well. In the World Heritage framework, the international cooperated preservation does not help the community, which is supposed to get the most benefits from preservation (Figure 2).

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<sup>5</sup> 張天新、山村高淑「世界遺産登録と観光開発」『世界遺産と地域振興—中国雲南省・麗江にくらす』藤木庸介、張天新、山村高淑編、世界思想社、2007、Pp30。

<sup>6</sup> Press release UNESCO Bangkok Asia and Pacific Regional Bureau for Education  
[http://www.arch.nus.edu.sg/staff\\_a/heritage.pdf](http://www.arch.nus.edu.sg/staff_a/heritage.pdf) 04/21/2008

中国情報局 Seachina

[http://news.searchina.ne.jp/disp.cgi?y=2007&d=1019&f=national\\_1019\\_003.shtml](http://news.searchina.ne.jp/disp.cgi?y=2007&d=1019&f=national_1019_003.shtml) 04/21/2008



**Figure 10. The World Heritage Program Diagram.**

In contrast, historic preservation occurred at the community level or as a private movement in the United States. For example, preservation was originally started by volunteers or Non Governmental Organizations in the early 19<sup>th</sup> century in the U.S. In 1853, Ann Pamela Cunningham founded the Mount Vernon Ladies Association to preserve Mount Vernon in Virginia. In 1858, the Mount Vernon Ladies Association succeeded in saving Mount Vernon because they successfully sold preservation of Mt. Vernon movement and got a lot of contributions to buy the estate.<sup>7</sup> This kind of grassroots historic preservation is widely adapted throughout the United States. However, regarding with historic preservation in terms of international cooperation, the United States has played a less of a role than was expected, although the United States has financially and technically has great experience in historic preservation. According to the Application of the World Heritage Convention by the United States of America, the United States has international cooperation. For example, National Park Service cooperated with Canada. The US Department of Interior provided training and technical assistance to developing countries. US Federal agencies provide funds to World Heritage site in developing countries. Non-governmental organizations have been leaders in international conservation projects, such as the World Monument Fund and the Getty Conservation Institute.<sup>8</sup> However, the questionnaires which I conducted in summer 2006 did not show enough facts that the United States has international cooperation in terms of preservation. I worked at US/ICOMOS as intern and sent questionnaires to ask international preservation to all federal preservation offices, all state historic preservation offices, and all universities which has historic preservation program.<sup>9</sup> The questions were sent to 55 federal preservation offices on June 8, 2008, and 15 responds are effective. The questions were sent to 60 SHPOs on June 14, 2008, and 10 responds are effective. The questions were sent to 55 universities on June 11, 2008, and nine responds are effective. As a result of these questionnaires, some federal departments such as Forest

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<sup>7</sup> Lea, Diane "Introduction, America's Preservation Ethos: A Tribute to Enduring Ideals" in *A Richer Heritage: Historic preservation in the Twenty-First Century*. (The University of North Carolina Press, 2000), pp2

<sup>8</sup> Application of the World Heritage Convention by the United States of America  
<http://www.nps.gov/oia/topics/SectionIRpt.pdf>

<sup>9</sup> See appendix 1

Service, and the department of the Treasury, have some international cooperation. Some state historic preservation offices, such as Louisiana and Vermont, have some international cooperation. Some University, such as Columbia University, School of the Art Institute of Chicago and University of Vermont. However, to sum those all information, the United States does not have more international cooperation in terms of historic preservation than they explained officially (Figure 3).



**Figure 11. The Historic Preservation diagram in the United States.**



Figure 4 summarizes these controversial aspects of historic preservation in other countries and in the United States, I present the following preservation diagrams (Figure 4). Countries which have adapted the World Heritage Program have found that they struggled between historic preservation and community development, for example Lijiang, China. On the other hand, the United States historic preservation has no international cooperation. I think both are not ideal historic preservation. It is important to include historic preservation in international cooperation. International cooperation is not only about sending food, money, and medicines. People all agree that international cooperation should be more human resources based, such as sharing techniques and cultures, so historic preservation is also one important way of international cooperation. In addition, community development should be a core of the historic preservation, which is not only preserving physical elements. Historic preservation should be more public wealth than conservation

In this paper, I will illustrate the World Heritage Convention's impact on local communities and the great possibilities for the future of the World Heritage Program with the United States' renewed participation. In chapter 1, I described the contrasts between other countries and the United States about the World Heritage program and proposed historic preservation problems which those countries have. In chapter 2, I will describe that the overview, history, benefits and programs of the World Heritage Program as well as the World Heritage Program in the United States. In chapter 3, I will explain the World Heritage's negative impacts on communities through an analysis of a case study: Lijiang, China focusing on over successful tourism. In chapter 4, I will present the solutions for the World Heritage's negative impacts by adapting the United States historic preservation approaches. I also present the recommendation for the United States to reactive for UNESCO. In chapter 5, I will conclude the problems and solutions with using diagrams.

To apply for these programs, I did primary and secondary research. Primary research is almost about the official documents by UNESCO, such as the World Heritage Convention and Operational Guidelines for the Implementation of the World Heritage Convention. Those documents are accessible in internet. Secondary research is literary reviews. Moreover, the internship experience at US/ICOMOS in summer

2007 was great resource. I conducted questionnaires for all Federal Preservation Offices, State Historic Preservation Offices, and all American universities which have historic preservation programs to ask about international cooperation in terms of historic preservation.

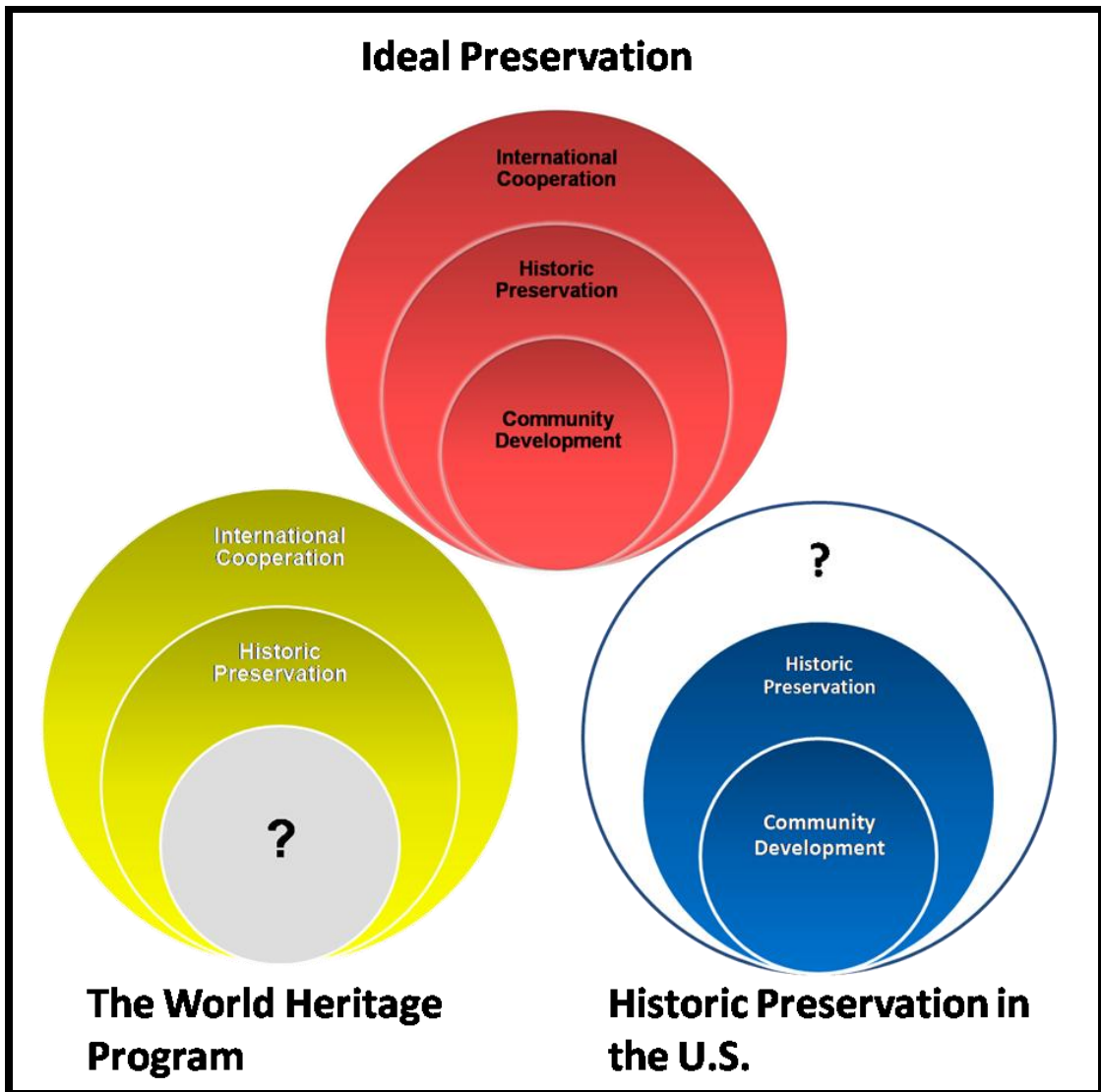


Figure 12. Three Different Historic Preservation Diagrams.

## Chapter 2: What Is the World Heritage Program?

### Overview

The United Nations Educational, Scientific and Cultural Organization (UNESCO) is an international organization for encouraging the identification, protection and preservation of cultural and natural heritage considered to be of outstanding value to humanity (Figure 5). This is embodied in an international treaty called the Convention Concerning the Protection of World Cultural and Natural Heritage (the World Heritage Convention), adopted by UNESCO in 1972. To date, The World Heritage List includes 851 properties (660 cultural sites, 166 natural sites and 25 mixed sites) in 141 State Parties. As of November 2007, 185 State Parties have ratified the Convention.<sup>10</sup> According to the World Heritage Center Website, UNESCO's World Heritage mission is to

- encourage countries to sign the World Heritage Convention and to ensure the protection of their natural and cultural heritage;
- encourage States Parties to the Convention to nominate sites within their national territory for inclusion on the World Heritage List;
- encourage States Parties to establish management plans and set up reporting systems on the state of conservation of their World Heritage sites;
- help States Parties safeguard World Heritage properties by providing technical assistance and professional training;
- provide emergency assistance for World Heritage sites in immediate danger;
- support States Parties' public awareness-building activities for World Heritage conservation;
- encourage participation of the local population in the preservation of their cultural and natural heritage;
- encourage international cooperation in the conservation of our world's cultural and natural heritage.<sup>11</sup>

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<sup>10</sup> UNESCO World Heritage Center (<http://whc.unesco.org/>)

<sup>11</sup> UNESCO World Heritage Center

**Figure 13. UNESCO Chart.**<sup>12</sup>

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<sup>12</sup> (Database for Global Environmental Research/ <http://www-cger.nies.go.jp/cger-j/db/info/org/unesco.htm>)

The most significant feature of the World Heritage Convention is that it deals with the concepts of both nature conservation and the preservation of cultural properties, acknowledging the way in which people interact with nature, and the fundamental need to preserve the balance between the two. The Convention defines the kind of natural or cultural sites that can be considered for inclusion on the World Heritage List (Figures 6 and 7).<sup>13</sup> The States Parties have duties for identifying potential sites and their role in protecting and preserving them. By signing the Convention, each country pledges to conserve not only the World Heritage sites situated on its territory, but also to protect its national heritage. The States Parties are encouraged to integrate the protection of the cultural and natural heritage into regional planning programs, set up staff and services at their sites, undertake scientific and technical conservation research and adopt measures which give this heritage a function in the everyday life of the community. In addition, the Convention makes States Parties report regularly to the World Heritage Committee on the state of conservation of their World Heritage properties. These reports are crucial to the work of the Committee as they enable it to assess the conditions of the sites, decide on specific program needs and resolve recurrent problems. It also encourages States Parties to strengthen the public's appreciation for World Heritage properties and to enhance their protection through educational and information programs.<sup>14</sup> Because of these excessive rights for and duties by States Parties, the Convention has been criticized by those who view the World Heritage program as a political tool by State Parties.

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<sup>13</sup> See appendix 2

<sup>14</sup> UNESCO World Heritage Center

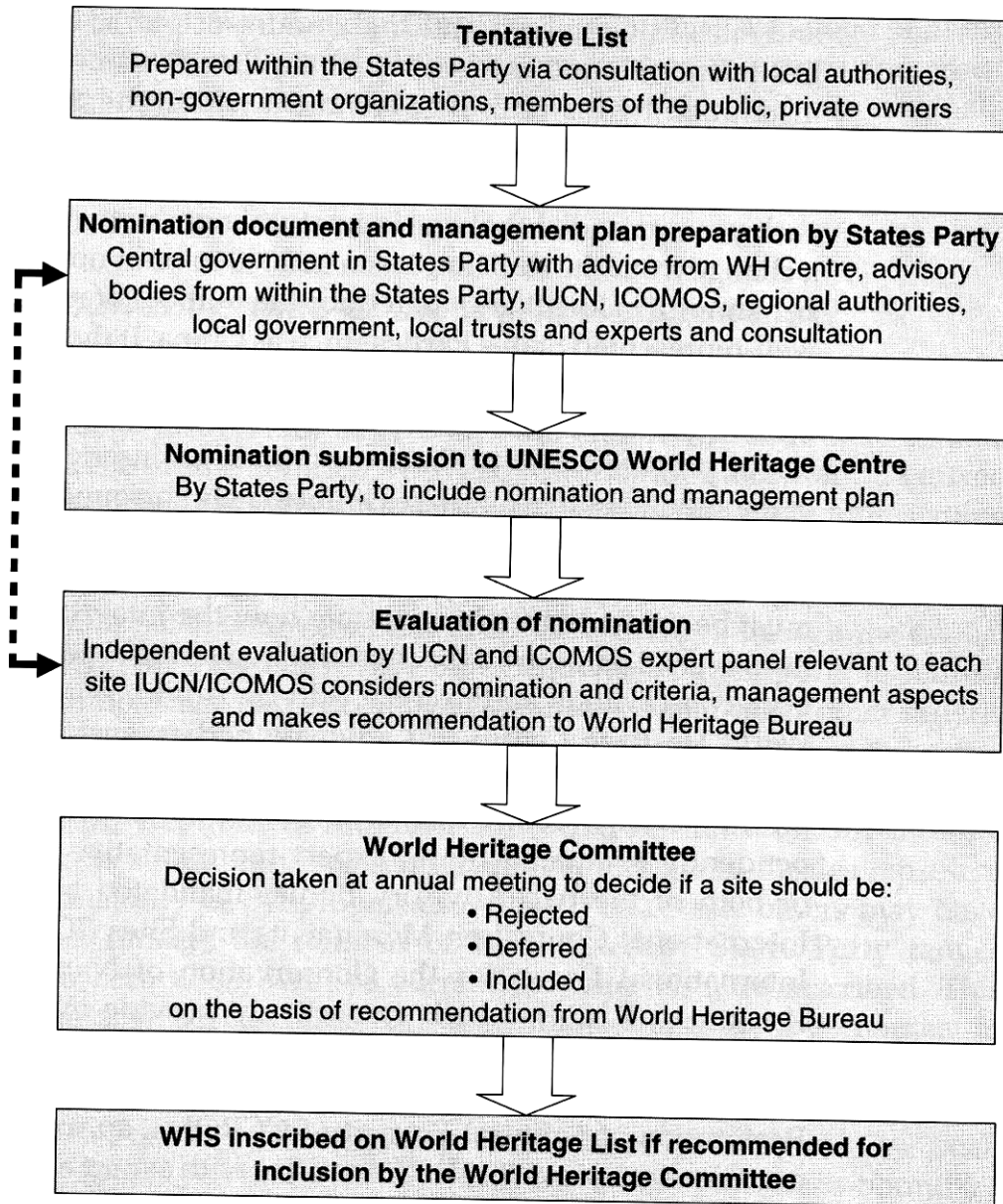
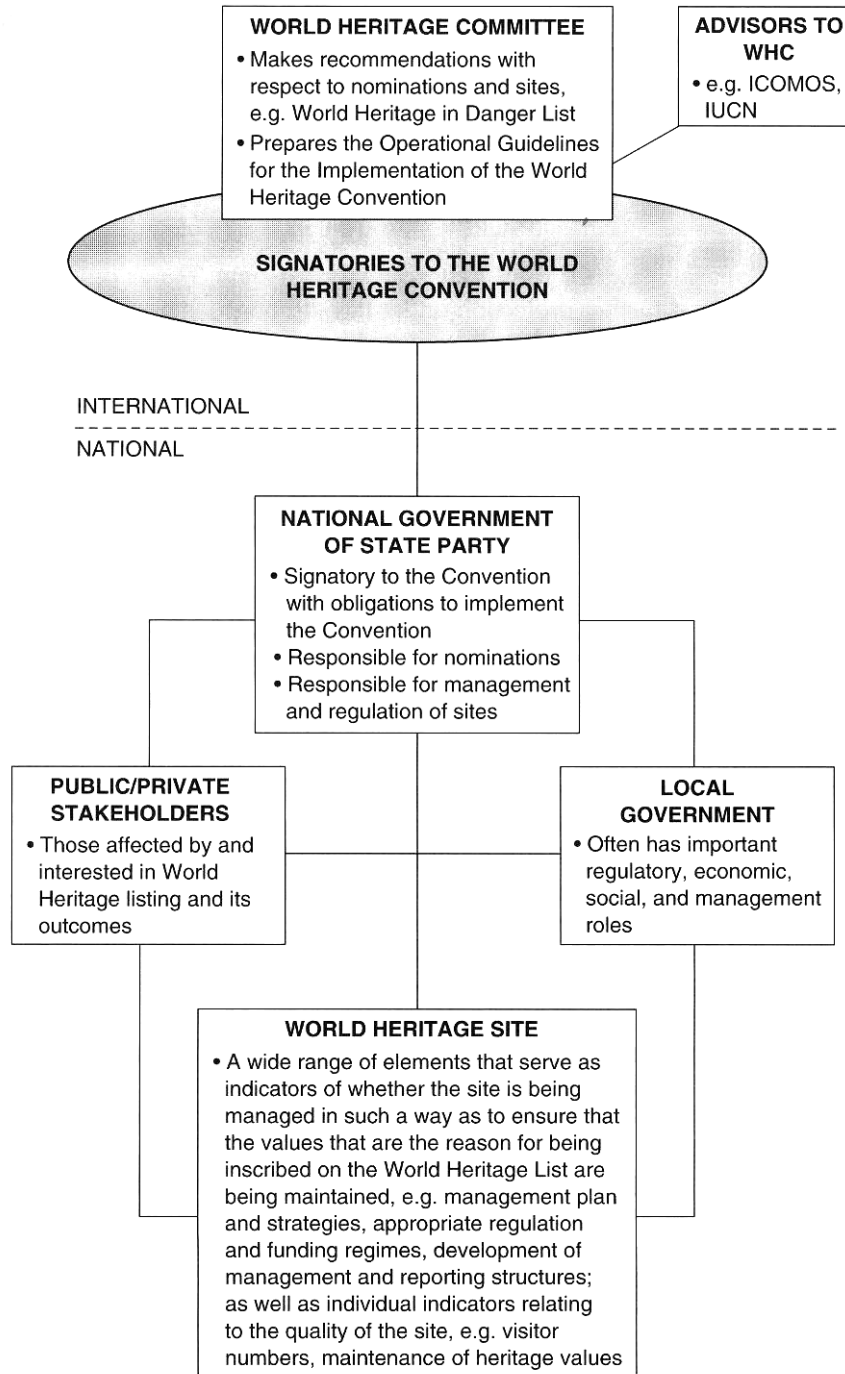


Figure 14. Chart of the World Heritage Site Inscription Process.<sup>15</sup>

<sup>15</sup> (Leask, Anna “World Heritage Site designation” in *Managing World Heritage Sites*. Leaska Fyall. Alan, eds. Butterworth-Heinemann, 2006, pp9)



**Figure 15. Illustration of Elements in the Implementation of the World Heritage Convention.**<sup>16</sup>

<sup>16</sup> (Hall, C. Michael “Implementing the World Heritage Convention: what happens after listing? ” in *Managing World Heritage Sites*. Leask, Anna, Fyall. Alan, eds. Butterworth-Heinemann, 2006, pp23)



## **History**

The idea of creating an international movement for protecting heritage emerged after World War I. The Convention developed from the merging of two separate movements: one focused on the preservation of cultural sites, and the other dealt with the conservation of nature. The particular international concern that prompted action resulted from building the Aswan High Dam in Egypt, which would have flooded the valley containing the Abu Simbel temples, a treasure of ancient Egypt. In 1959, after an appeal from the governments of Egypt and Sudan, UNESCO launched an international safeguarding campaign. Archaeological research in the areas to be flooded by the dam was accelerated. Above all, the Abu Simbel and Philae temples were dismantled, moved to dry ground and reassembled. The campaign cost about US \$80 million, half of which was donated by some 50 countries, showing the importance of solidarity and of all nations' shared responsibility in conserving outstanding cultural sites. Its success led to other safeguarding campaigns, such as saving Venice and its Lagoon (Italy) and the Archaeological Ruins at Moenjodaro (Pakistan), and restoring the Borobodur Temple Compounds (Indonesia). Consequently, UNESCO initiated, with the help of the International Council on Monuments and Sites (ICOMOS), the preparation of a draft convention on the protection of cultural heritage.<sup>17</sup>

The idea of combining conservation of cultural sites with those of nature comes from US initiatives. A White House Conference in Washington, D.C., in 1965 called for a "World Heritage Trust" that would stimulate international cooperation to protect "the world's superb natural and scenic areas and historic sites for the present and the future of the entire world citizenry." In 1968, the International Union for Conservation of Nature (IUCN) developed similar proposals for its members. These proposals were presented to the 1972 United Nations conference on Human Environment in Stockholm. Eventually, a single text was agreed upon by all parties concerned. The Convention concerning the Protection of World Cultural and Natural Heritage (The World Heritage Convention) was adopted by the General Conference

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<sup>17</sup> UNESCO World Heritage Center

of UNESCO on 16 November 1972.<sup>18</sup>

### **The Benefit**

The benefit of membership in the World Heritage Convention is belonging to an international community focus on appreciation and concern for universally significant sites that represent world of outstanding examples of cultural diversity and natural wealth for future generations. As the World Heritage Center reports, a key benefit is access to the World Heritage Fund, emergency assistance, and the attention and the funds of both the national and the international community. However, recent attention has been focused on the direct benefit of increasing tourist activities at sites. When these are well planned and organized with a consideration of sustainable tourism principles, they can bring important funds to the site and to the local economy.<sup>19</sup> For example, the case of the Old Town Lijiang in China included as a World Heritage site in 1997. The number of travelers to the site in 2000 was about 2,600,000, which is four times more the 700,000 recorded in 1995. The total amount of income by tourism in 2000 was about 1,500,000,000 Chinese Yuan, which is nine times more than that recorded in 1995, which was about 160,000,000 Chinese Yuan.<sup>20</sup>

### **The Problems**

First of all, the World Heritage Convention is not perfectly effective for preserving heritage. World Heritage sites can still be destroyed after their inclusion on the list. For example, the Cultural Landscape and Archaeological Remains of the Bamiyan Valley in Afghanistan was on the tentative list, but the site is also testimony to the tragic destruction by the Taliban of the two standing Buddha statues, which shook the world in March 2001.<sup>21</sup> The number of the sites on the list is also unbalanced between cultural heritage and natural heritage. To date, there are 660 cultural sites, 166 natural sites, and 25 mixed sites on the list (Figure 8).<sup>22</sup> This

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<sup>18</sup> UNESCO World Heritage Center

<sup>19</sup> UNESCO World Heritage Center

<sup>20</sup> 張、山村、Pp30。

<sup>21</sup> UNESCO World Heritage Center

<sup>22</sup> UNESCO World Heritage Center

happened because natural heritage sites require a wider buffer zone than cultural heritage sites, which makes inclusion more difficult.<sup>23</sup> Moreover, the number of the sites is unbalanced between Western countries' and the other countries. In 2005, the number of the sites located in Western countries was 410 out of a total 812 (Table 1). Table 1 also shows the fact that half the sites were in the West was criticized, calling the World Heritage Convention westernized. The other criticism related to this is that the World Heritage Convention has been criticized for valuing monumental stone cultural sites, over more wooden cultural resources. However, people expect that the World Heritage Convention will value more wooden cultural resources after the Nara Document on Authenticity in 1994.<sup>24</sup> The Nara Document of Authenticity states that the World Heritage Convention highly valued authenticity because the World Heritage Convention stood by stone cultural sites that can generally last longer than wooden sites. Intangible heritage is not valued in the World Heritage Convention, especially after the Convention for the Safeguarding of the Intangible Cultural Heritage (the Intangible World Heritage Convention) began in Paris in 2003.<sup>25</sup> The Intangible World Heritage Convention is an advanced convention and has played a positive role in directing the spotlight on the significance of intangible heritage. On the other hand, the Intangible World Heritage Convention is criticized for separating the World Heritage sites from intangible heritage sites.<sup>26</sup>

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<sup>23</sup> 西村幸夫「世界遺産検証 世界遺産の意味と今後の発展方向」私たちの世界遺産1 持続可能な美しい地域づくり』五十嵐敬喜、アレックス・カー、西村幸夫編、公人の友社、2007、pp55.

<sup>24</sup> 西村、pp 56。

<sup>25</sup> UNESCO Intangible Cultural Heritage – ICH  
<http://www.unesco.org/culture/ich/index.php?pg=home> 03/12/2008

<sup>26</sup>西村、pp 61。

**Cultural Heritage Site  
Independence Hall in the  
US**

**Natural Heritage Site  
Yellowstone National Park  
in the US**

**Mixed Heritage Site  
Machu Picchu in Peru**

**Figure 16 Pictures of Cultural Heritage Site, Natural Heritage Site, and Mixed Heritage Site.**  
<sup>27</sup>

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<sup>27</sup> (Wikipedia/www.wikipedia.org/)

	Cultural Heritage Sites	Natural Heritage Site	Mixed Heritage Site	Total
Africa	<b>31</b>	<b>32</b>	<b>2</b>	<b>65</b>
Arab	<b>56</b>	<b>4</b>	<b>1</b>	<b>61</b>
Asia/Pacific	<b>112</b>	<b>43</b>	<b>9</b>	<b>163</b>
Europe and North Americas	<b>352</b>	<b>49</b>	<b>9</b>	<b>410</b>
Caribbean	<b>77</b>	<b>33</b>	<b>3</b>	<b>113</b>
Total	<b>628</b>	<b>160</b>	<b>24</b>	<b>812</b>

**Table 2. The World Heritage Sites Number per Regions.**<sup>28</sup>

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<sup>28</sup> 青柳正親、松田陽「世界遺産の理念と制度」『世界遺産と歴史学』佐藤信編、山川出版社、2005年、pp 13。

## **The World Heritage Program in the U.S.**

From the late 1960s to early 1970s, the U.S. had a great initiative both technically and financially in UNESCO. Actually, the U.S. was the one of the first State Parties to sign up with the World Heritage Convention, and Yellowstone Park was also one of the first World Heritage sites. However, the Reagan Administration withdrew from UNESCO in 1984 because of anti-United Nations sentiment.<sup>29</sup> The U.S. has 20 World Heritage sites, but that number hasn't increased in 13 years. After Waterton Glacier International Peace Park was inscribed as a World Heritage site in 1995, the National Park Service hasn't revised the tentative list for about 30 years.<sup>30</sup> However, recently the situation of World Heritage Program in the U.S. has changed rapidly. After several political changes, finally the U.S. returned to membership in UNESCO in 2005. The National Park Service announced the tentative list of 14 sites it wants to nominate as World Heritage sites in January 2008. The next step is attracting American's attention to the World Heritage Program. After the long absence in UNESCO, the majority of the population in the U.S. is uninformed about and confused by the World Heritage Convention. Public education for the World Heritage Program is an urgent need (Figure 3).<sup>31</sup>

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<sup>29</sup> Williams, Kevin "The Meanings and Effectiveness of World Heritage Designation in the USA" in *The Politics of World Heritage*. Harrison, David, Hitchcock, Michael. Channel View Publications, 2005. Pp132.

<sup>30</sup> Preservation Magazine by National Trust for Historic Preservation  
<http://www.preservationnation.org/magazine/2008/todays-news/national-park-service-moves.html>

<sup>31</sup> Williams, pp134-135.

## Chapter 3: A Case Study: Old Town of Lijiang, China

### Introduction

In this chapter, I will explain the World Heritage's negative impacts on communities through an analysis of a case study about Lijiang, China. It frequently happens that inability of communities to take independent initiatives results in the injection for outside money, which in turn drives the native local people out of the area, and I will examine whether the same things happen in Lijiang.<sup>32</sup> I chose Lijiang as a case study for this paper because UNESCO and the Norwegian World Heritage Office developed the Local Effort And Preservation (LEAP) program as well as Lijiang being selected as one of the first World Heritage sites for assistance to deal with tourism impacts in 1999. Moreover, Lijiang was expected to promote local community stewardship of heritage resources within the Asian-Pacific Region with the World Heritage sites to be developed and showcased as good examples.<sup>33</sup> Donaldson criticized that the Lijiang area is greatly impoverished, even though tourism contributed to rapid economic growth.<sup>34</sup> Thus, in this chapter, I will analyze the tourism impact by the World Heritage inscription on communities by tourism based on transformation into a tourist destination.

### General Information of Lijiang

Lijiang County, located in northwest Yunnan Province in southwest China, is in Naxi Autonomous County (Figure 9). Because Lijiang is about 600 km (about 373 miles) away from the provincial capital Kunming, there is comparatively little benefit from economic growth in coastal and central China. The great majority of the population in Lijiang County is mostly an indigenous Naxi minority ethnic group, a

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<sup>32</sup> Yamamura, Takayoshi "Authenticity, ethnicity and social transformation at World Heritage Sites: tourism, retailing and cultural change in Lijiang, China" in *Tourism and Transition: Governance, Transformation and Development*, Derek Hall, ed. CABI Publishing, 2004, pp185

<sup>33</sup> Cross, Hilary du "Managing visitor impacts at Lijiang, China" in *Managing World Heritage Sites*. Leask, Anna, Fyall. Alan, eds. Butterworth-Heinemann, 2006, pp207-208.

<sup>34</sup> Donaldson, John A "Tourism, Development and Poverty Reduction in Guizhou and Yunnan" in *The China Quarterly*, Cambridge University Press, 2007, pp333.

Tibetan derived culture group, with the right of self-government.<sup>35</sup> The total population of the Naxi across China is about 278, 000, and about 66.5% of the total Naxi Population live in Lijiang, which is about 198,000. The old town of Lijiang (Lijiang) was inscribed as a World Heritage site in 1997 as the only minority ethnic World Heritage site in China. The population of Lijiang is 14,477, and they mostly lived in wooden structures built in between the late 12<sup>th</sup> century and 17<sup>th</sup> century.<sup>36</sup> The Naxi have their own intangible heritage included writing, art, craft, music, festivals, and customs known as the Dongba culture.<sup>37</sup> However, they were not so much considered for the inscription. According to the World Heritage Center report, Lijiang was more valued in terms of tangible heritage. Lijiang has kept an authentic historic landscape with good quality. That uneven topography landscape is the key commercial and strategic site. For example, Lijiang has an ancient creative water-supply system by using uneven topography that still could work effectively today. Its architecture is the incredible blending of elements from several cultures over many centuries. The Lijiang was inscribed as the World Heritage site because it represents an ancient city with the harmony of several cultures in an urban landscape of outstanding quality.<sup>38</sup> Cultural criteria as follows are applied to the inscription (Figure 10).

(ii) “to 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”,

(iv) “to 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) “to 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”.<sup>39</sup>

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<sup>35</sup> Cros, pp 206.

<sup>36</sup> Yamamura, pp186.

<sup>37</sup> Cros, pp206.

<sup>38</sup> UNESCO World Heritage Center

<sup>39</sup> The criteria for selection by UNESCO World Heritage Center. Compare with appendix 1 as well.



**Figure 17. Map of Lijiang.**<sup>40</sup>

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<sup>40</sup> (Yamamura, pp187)

**Figure 18. Pictures of Lijiang.**<sup>41</sup>

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<sup>41</sup> (landscape, wooden buildings, Naxi people wearing ethnic cloth, Dongba characters) (Aoyagi, Kenji 電網写真館 Asia Photo net /<http://www.asia-photo.net/>)

## **The Negative Impact of Successful Tourism on a Local Community**

In 1986, Lijiang became a Historical and Culturally Famous City under the National Cultural Relics Protection Act formed in 1982.<sup>42</sup> The Yunnan Provincial Tourism Administration made an “international level tourism city” plan for Lijiang in 1994. In 1995, a new airport was opened, and variable qualities of hotels were opened after 2001. As a result, domestic tourism to the town doubled, and international tours started. In 1996, the earthquake happened in Lijiang. Although many traditional buildings survived, repairs and restoration treatments were required. Lijiang got world concerns as well as funds from the World Bank. In 1997, Lijiang was inscribed as a World Heritage site to assist in channeling more international aid into its conservation after the earthquake. Visitor management and planning was not as prioritized as dealing with the physical and social impact of the earthquake. In spite of the earthquake, the tourism in Lijiang succeeded in terms of tourist number, income from tourists, and commercial real estate investment, especially after the World Heritage inscription in 1997 (Figure 11). However, the UNESCO World Heritage Center had not yet developed tougher guidelines on management planning at that stage. Therefore, the visitor management and planning for Lijiang was being conducted impromptu by local authorities with international organization support. In 1999, UNESCO and the Norwegian World Heritage Office developed the Local Effort And Preservation (LEAP) program, and Lijiang was selected as one of the first World Heritage for assistance to deal with tourism impacts. The aim was to promote local community stewardship of heritage resources within the Asian-Pacific Region with the World Heritage sites to be developed and showcased as good examples.<sup>43</sup>

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<sup>42</sup> Yunnan Sheng Kunming Shi, *Yunnan nian jian 2005 (Yunnan year book 2005)*, Yunnan Sheng Kunming Shi, 2005, pp495.

<sup>43</sup> Cross, pp207-208.

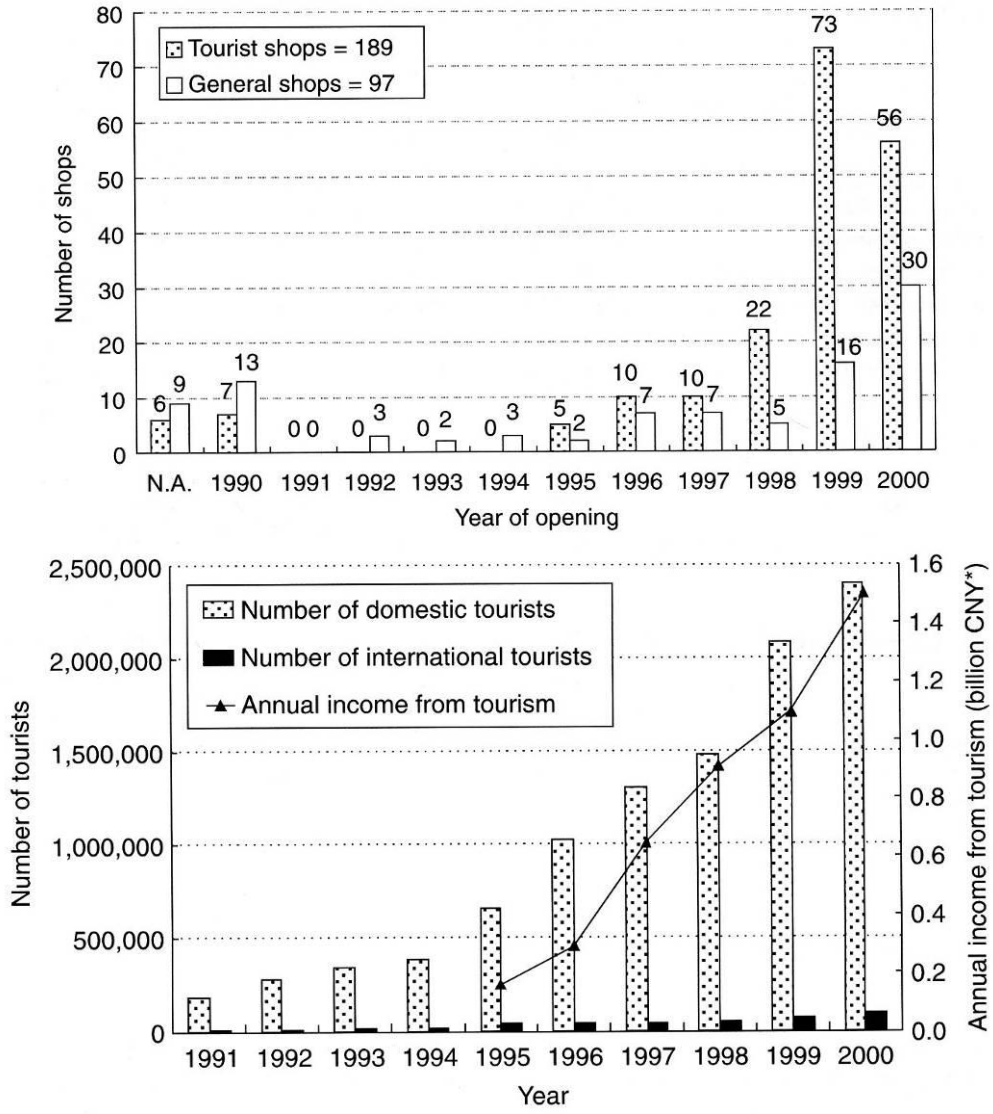


Figure 19. Opening years of shops in Lijiang (above) and the number of visitors and income from tourism (below). <sup>44</sup>

<sup>44</sup>\*Note: RMB 1 (China Yuan Renminbi) = US\$0.12 (Yamamura, pp193)

The LEAP program required local authorities to study and document the visitor impacts for that with the help of international of experts, which expected that local authorities would earn skills in monitoring the situation in the future as well as providing data for analysis. As a result of this effort, the Lijiang Report to UNESCO identified four key problems: rapid increase of tourist because of the new airport and the World Heritage inscription, lack of a planning and tourism management, lack of funding for conservation works, etc, and difficulties to get money and benefits for the site and the host community. After examining those problems, the root cause was found. Those four problems were starting to occur within the make-up of local residents from different ethnic groups who changed the social fabric of the town and intangible heritage. Nearly 90 % of the original residents who lived along the streets in the most accessible areas for tourists had moved out in favor of people from the outside to develop tourist services and retail business without local culture rule. Because the value of real estate raised dramatically residents preferred to rent out their old houses to continue to stay in their houses, which accelerated the local income derived from tourism. Local people also moved out because of decreased local amenities and increased income from tourism that allowed them to afford larger, more comfortable houses in new suburban towns. The exceptions were people who directly worked in tourism and old people who did not want to move their longtime houses.<sup>45</sup>

Yamamura, Zhang, and Fujiki researched this root cause by focusing on the tourist shops in Lijiang and comparing these data as of 2004 with previous data as of 2000.<sup>46</sup> The research area is the core of Lijiang, measuring about 656 feet east-west and 757 feet north-south. The research was conducted in this area in 2000 and 2004 (Figure 12). The research methods were on-site inspection to identify the items on sale and services and individual interviews because there is no access to business directories and community plans for public. There are two researches. One is the actual transformation of building applications in Lijiang. Table 2 summarizes the

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<sup>45</sup> Cross, pp 209-211.

<sup>46</sup> Yamamura, T, T.Z. Zhang and Y. Fujiki “ The social and cultural impact of tourism development on world heritage sites: a case of the Old Lijiang, China, 2000-2004” in *Sustainable Tourism II*, C.A. Brebbia and F.D. Pineda, eds, WIT press, 2006, pp117.

business status and number of units in Lijiang. Businesses were classified into two categories: 'tourist shops' and 'general shops.' The definition of a tourist shop is one that targeted tourists as users of their services. The definition of a general shop is one that shops targeted general residents as users of their services and purchasers of their goods. As a result, the total number of stores increased by about 50 units from 2000 to 2004. In addition, tourist shops increased 1.5 fold; souvenir shops especially flourished in the tourist industry (Table 2).<sup>47</sup>

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<sup>47</sup> Yamamura, Zhang and Fujiki, pp120-122.

Figure 20. Research area. <sup>48</sup>

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<sup>48</sup> (Yamamura, Zhang, and Fujiki, pp120)

<b>Business categories</b>	<b>Number of shops</b>	<b>Percentage</b>
<b>Tourist shops</b>	<b>189</b>	<b>66.1%</b>
Commodity sales/Service industry <sup>1</sup>	145	50.7%
Providers of food and drink <sup>2</sup>	38	13.3%
Accommodations <sup>3</sup>	6	2.1%
<b>General shops</b>	<b>97</b>	<b>33.9%</b>
Commodity sales/Service industry <sup>4</sup>	88	30.8%
Providers of food and drink <sup>5</sup>	9	3.1%
<b>Overall</b>	<b>286</b>	<b>100.0%</b>

Note 1: E.g., souvenir shop, etc.

Note 2: E.g., restaurant, coffee shop, bar, etc.

Note 3: There are two types of accommodations; company-owned guest facilities and private homes providing meals and lodging to travellers. With respect to accommodation facilities, all accommodation rooms were lumped together and counted as one housing unit.

Note 4: E.g., general store, clothing store, beauty parlour, etc.

Note 5: E.g., local eating house.

<b>Business categories</b>	<b>Number of shops</b>	<b>Percentage</b>
<b>Tourist shops</b>	<b>312</b>	<b>92.3%</b>
Commodity sales/Service industry	258	76.3%
Providers of food and drink	39	11.5%
Accommodations <sup>1</sup>	15	4.4%
<b>General shops</b>	<b>26</b>	<b>7.7%</b>
Commodity sales/Service industry <sup>2</sup>	20	5.9%
Providers of food and drink	6	1.8%
<b>Overall</b>	<b>338</b>	<b>100.0%</b>

Note 1: As of August 2004, there were no company-owned guest facilities; all were private homes providing meals and lodging to travellers.

Note 2: As of August 2004, there were no beauty parlours. This is a result of the local government's transition policy.

**Table 3. List of business types in 2000 (above) and in 2004 (below).<sup>49</sup>**

<sup>49</sup> (Yamamura, Zhang, and Fujiki, pp121)



The Other research is about the actual social transformation in Lijiang. Table 3 shows whether the shop operators are individual or corporate entities and classify shops based on business category. The table also shows the racial composition of operators and whether they are permanent or temporary residences. As a result of 2004, 112 units (about 33% of the total) were managed by the permanent population, mainly, the Naxi. However, 196 units (about 58 of the total) were operated by people from outside, mainly Han Chinese, the major ethnic group of China. Compared to 2000, the number of the people from outside became nearly double the size of the permanent population. The people from outside consisting of tourist industry business had particularly notable growth. The growth of tourists related businesses as closely related to the incoming people from outside (Table3).<sup>50</sup>

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<sup>50</sup> Yamamura, Zhang, and Fujiki, pp122-123.

Business categories	Categories of shop operators								Overall
	Individual operators						Corporate entities	Unidentified	
	Permanent inhabitants			Temporary residents					
	The Naxis	The Hans	Others	The Hans	The Naxis	Others			
<b>Tourist shops</b>									
Commodity sales/ Service industry	48	6	1	70	1	15	4	0	145
Providers of food and drink	26	2	0	7	0	3	0	0	38
Accommodations	5	0	0	0	0	0	1	0	6
<b>Sub-total</b>	<b>79</b>	<b>8</b>	<b>1</b>	<b>77</b>	<b>1</b>	<b>18</b>	<b>5</b>	<b>0</b>	<b>189</b>
	<b>41.8%</b>	<b>4.2%</b>	<b>0.5%</b>	<b>40.7%</b>	<b>0.5%</b>	<b>9.5%</b>	<b>2.6%</b>	<b>0.0%</b>	<b>100.0%</b>
<b>General shops</b>									
Commodity sales/ Service industry	42	5	2	17	0	4	15	3	88
Providers of food and drink	2	0	0	7	0	0	0	0	9
<b>Sub-total</b>	<b>44</b>	<b>5</b>	<b>2</b>	<b>24</b>	<b>0</b>	<b>4</b>	<b>15</b>	<b>3</b>	<b>97</b>
	<b>45.4%</b>	<b>5.2%</b>	<b>2.1%</b>	<b>24.7%</b>	<b>0.0%</b>	<b>4.1%</b>	<b>15.5%</b>	<b>3.1%</b>	<b>100.0%</b>
<b>Overall</b>	<b>123</b>	<b>13</b>	<b>3</b>	<b>101</b>	<b>1</b>	<b>22</b>	<b>20</b>	<b>3</b>	<b>286</b>
	<b>43.0%</b>	<b>4.5%</b>	<b>1.0%</b>	<b>35.3%</b>	<b>0.3%</b>	<b>7.7%</b>	<b>7.0%</b>	<b>1.0%</b>	<b>100.0%</b>

Business categories	Categories of shop operators								Overall
	Individual operators						Corporate entities	Unidentified	
	Permanent inhabitants			Temporary residents					
	The Naxis	The Hans	Others	The Hans	The Naxis	Others			
<b>Tourist shops</b>									
Commodity sales/ Service industry	71	0	3	104	0	58	1	19	256
Providers of food and drink	15	0	1	15	1	3	0	4	39
Accommodations	5	0	0	8	0	2	0	0	15
<b>Sub-total</b>	<b>91</b>	<b>0</b>	<b>4</b>	<b>127</b>	<b>1</b>	<b>63</b>	<b>1</b>	<b>23</b>	<b>310</b>
	<b>29.4%</b>	<b>0.0%</b>	<b>1.3%</b>	<b>41.0%</b>	<b>0.3%</b>	<b>20.3%</b>	<b>0.3%</b>	<b>7.4%</b>	<b>100.0%</b>
<b>General shops</b>									
Commodity sales/ Service industry	12	1	0	1	0	2	3	1	20
Providers of food and drink	4	0	0	2	0	0	0	0	6
<b>Sub-total</b>	<b>16</b>	<b>1</b>	<b>0</b>	<b>3</b>	<b>0</b>	<b>2</b>	<b>3</b>	<b>1</b>	<b>26</b>
	<b>61.5%</b>	<b>3.8%</b>	<b>0.0%</b>	<b>11.5%</b>	<b>0.0%</b>	<b>7.7%</b>	<b>11.5%</b>	<b>3.8%</b>	<b>100.0%</b>
<b>Overall</b>	<b>107</b>	<b>1</b>	<b>4</b>	<b>130</b>	<b>1</b>	<b>65</b>	<b>4</b>	<b>24</b>	<b>336</b>
	<b>31.8%</b>	<b>0.3%</b>	<b>1.2%</b>	<b>38.7%</b>	<b>0.3%</b>	<b>19.3%</b>	<b>1.2%</b>	<b>7.1%</b>	<b>100.0%</b>

Note 1: The total number of shop operators differs from the total number of shop operators in 2000.

Table 4. Categories of shop operators in 2000 (above) and in 2004 (below).<sup>51</sup>

<sup>51</sup> (Yamamura, Zhang, and Fujiki, pp122-123)

In addition, Yamamura researched more specifically about rent charges for shops and types of souvenir shops and shop operators as classified by product characteristics. Regarding rent charge, Yamamura found that the average rent price in Lijiang in the private sector and the public sector were, respectively, about US\$125 (RMB1036, median: RMB 700), and about US\$213 (RMB1766, median: RMB1000), according to the individual interviews. These data applied whatever an individual rented a single shop building, so it is hard to measure this data's effectiveness. However, it is still meaningful to compare with the GDP per person in the Yunnan Province in 1998, which is about US\$527 (RMB4355). Thus, the rental price is quite expensive. Alternatively, guidelines in Lijiang forced governing the appearance resulting from reconstruction or repairs of existing buildings, the funding is not available for reconstruction and repairs. Therefore, these facts resulted in local people moving out. Next, regarding with local characteristics and their proponents in shops, Yamamura conducted an on-site inspection survey. Yamamura categorized "Lijiang specialties," "specialties from elsewhere," and "products deficient in local characteristics." The definition of Lijiang specialties is goods, crafted items or manufactured items in Lijiang Prefecture that demonstrates satisfactorily and measures the local character. The definition of specialties from elsewhere is specialty products not produced in Lijiang, for example, jade imported from Myanmar. The definition of products deficient in local characteristics is mass-produced goods also available elsewhere with no specific regional character.<sup>52</sup> As a result, about 66% of goods sold at souvenir shops are either devoid of or lack local characteristics. The majority of the shop operators are temporary residents, and more than 80% of them sell specialties from elsewhere, which means temporary residents play a major role in not only developing goods for the market but also creating non-local characteristic items (Table 4).<sup>53</sup>

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<sup>52</sup> Yamamura, pp194-195.

<sup>53</sup> Yamamura, pp196-198.

Table 13.5. Lijiang: types of tourist souvenir shops and shop operators

Categories of local characteristics of products	Categories of products	No. of shops	Categories of shop operators			Temporary residents' share (%)	Place of permanent-residential registration of temporary residents (number of shop operators)
			Permanent inhabitants	Temporary residents	Corporate entities		
Lijiang specialities	Contemporary Dongba art <sup>a</sup>	27	14	13	0	48.1	Within Yunnan(3), Guangxi(2), others(8)
	Herbal medicines, tea leaf, local liquor <sup>b</sup>	17	8	8	1	47.1	Within Yunnan(2), Sichuan(2), Anhui(2)
	Gold, silverwork <sup>c</sup>	5	3	2	0	40.0	Dali(1), Fujian(1), others(3)
	Local books <sup>d</sup>	4	4	0	0	0.0	
	Sub-total	53 (36.6%)					
Specialities of elsewhere	Jade and woodcarvings <sup>e</sup>	21	0	21	0	100.0	Fujian(14), Ruili(4), others(3)
	Jade <sup>f</sup>	15	2	13	0	86.7	Fujian(4), Henan(2), Myanmar(2)
	Specialities of other ethnic groups or regions <sup>g</sup>	7	1	6	0	85.7	Guizhou(2), others(4)
	Indigo-dyed goods <sup>h</sup>	5	2	3	0	60.0	Dali(2), Guangxi(1)
	Woodcarvings <sup>i</sup>	2	1	1	0	50.0	Fujian(1)
	Sub-total	50 (34.5%)					
Products deficient in local characteristics	General souvenir items <sup>j</sup>	28	16	11	1	39.3	Kunming(6), others(5)
	Ethnic-style clothes <sup>k</sup>	7	2	4	1	57.1	Henan(2), Dali(1), Heilongjiang(1)
	Antiques <sup>l</sup>	6	2	4	0	66.7	Heqing(3), Guangxi(1)
	Sub-total	41 (28.3%)					
Others	Ticket office <sup>m</sup>	1 (0.7%)	0	0	1	0.0	
Overall		145 (100.0%)	55	86	4	59.3	

<sup>a</sup> e.g. handicraft items drawn with traditional cultural motifs of the *Naxi*, such as *Dongba* pictographs, religious paintings (e.g. pottery, gourds, T-shirts).

<sup>b</sup> e.g. herbs and tea leaves produced in the alpine belt of Lijiang, liquor made from barley or sorghum.

<sup>c</sup> e.g. a traditional industry of Lijiang (e.g. necklaces, bracelets).

<sup>d</sup> e.g. books published in Lijiang, collections of photographs of Lijiang, postcards.

<sup>e</sup> e.g. shops that provide both jade and woodcarvings.

<sup>f</sup> e.g. shops that provide only jade, which is a speciality of Myanmar.

<sup>g</sup> e.g. handicrafts of minority races (e.g. *Miaos*, *Kazaks*, Tibetans).

<sup>h</sup> e.g. handicrafts of the *Bais*.

<sup>i</sup> e.g. shops that provide only woodcarvings, which are specialities of the southern regions of Yunnan Province.

<sup>j</sup> e.g. items that are available everywhere in Yunnan Province; mass-produced products, such as money pouches, dolls.

<sup>k</sup> e.g. items that are available everywhere in Yunnan Province; mass-produced imitations of native dress.

<sup>l</sup> e.g. old coins, old photos, Buddhist images.

<sup>m</sup> e.g. tickets for the cable car of Jade Dragon Snow Mountain.

Note: Source of speciality product or service ascertained from in-person interview with shop and a referenced source (Guo, 1999).

Table 5. Types of tourist souvenir shops and shop operators as classified by product characteristics. <sup>54</sup>

<sup>54</sup> (Yamamura, pp 196)

To sum, those research and data clearly illustrate that migrating people from outside are the root cause of several problems occurring with the make-up of local residents. The different ethnic groups from outside have changed the social fabric of the town and its intangible heritage. Actually, 60% of the people living in Lijiang admitted to having a negative impact on their daily life. For example, there is some friction between local people and tourists who take photographs and film them. Local people no longer use the central market square for traditional dance or socializing with their neighborhood because the square is too crowded.<sup>55</sup> Thus, because of successful tourism, especially after the World Heritage inspection, there is more migration from outside, especially the Han ethnic group, and they rented local people's houses with expensive rates. After the local people moved outside, there are more tourist shops owned by non-local people, as well as less general shops for people's daily life. The majority of tourist shops sold imitations of local specialties or specialties from elsewhere, which do not reflect any native culture, and can spread wrong images of their culture to tourists. Instead, local people do not get any financial benefit, but are threatened with destruction of their intangible heritages. Therefore, the visitor management and planning for Lijiang is still ad hoc. Local authorities, UNESCO, and the Norwegian World Heritage Office developed the Local Effort And Preservation (LEAP) program cannot deal with tourism impacts, yet. Their aim is to promote local community stewardships of heritage resources has not succeed yet. Not only is there a lack of specific policy measures and management of tourism, but more effort is needed to retain the ancient town's living intangible culture and the Naxi community's connection to the site. Unfortunately, this is common problem for other World Heritage sites as well. As I used Figure 2 to illustrate the World Heritage historic preservation, the World Heritage program lacks local community development (Figure 2).<sup>56</sup>

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<sup>55</sup> Cros, pp. 211.

<sup>56</sup> Cross, pp 213.

## Chapter 4: Solutions and Recommendations

In this chapter, I will suggest the solutions for Lijiang, which has negative impacts local communities by rapid successful tourism after the World Heritage inscription. My solution is adapting the U.S. historic preservation approach, of which I recently renewed participation for UNESCO. Next, I will recommend for the U.S. to utilize the World Heritage program effectively in their country.

### **Solutions by adapting the U.S. Historic Preservation Approach**

What I found throughout the World Heritage's negative impacts on communities through analysis of a case study about Lijiang, Chian, is Lijiang has a lack of policies. I suggest adapting the U.S. historic preservation approach that has a variety of policies for historic preservation. Keune claimed that the United States preservation system has been creative, but many of the systems are unknown in other counties. However, all have potential application to other countries no matter what standing differences in government structure and legal system, so it is doubtless that the United States experience has a wider application as countries in South America and Southeast Asia move away from command economies to more democratic, market-dominated ones.<sup>57</sup> Actually, Lijiang is one of the most applicable cites for adapting the United States historic preservation approaches, because there are similarities between China and the United States more than other countries. China is the same as the United States, in terms of ethnic and ecologic diversity and economic influence on the World. Actually, China has a population of 1.3 billion, 9.6 million km<sup>2</sup> land, and 56 ethnic groups. The GDP in China was also the fourth.<sup>58</sup> On the other hand, the United States has a population of 300 million, 9.6million km<sup>2</sup>, and a lot of ethnic groups. The GDP in the United States is number one in the world.<sup>59</sup> The only difference between them are whether they are active for UNESCO or not, but It

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<sup>57</sup> Keune, Russell V. "Historic Preservation in a Global Context: An International Perspective" in *A Richer Heritage: Historic preservation in the Twenty-First Century*. The University of North Carolina Press, 2000, pp377.

<sup>58</sup> 電網写真館 Seachina

<sup>59</sup> U.S. Census Bureau

would not matter because the U.S. has recently renewed participation for UNESCO.

First, tax incentives are effective solutions for increasing local people's incomes and preserving physical elements of building. For example, tax credits reduce 25 % to 20% of a house owner's income for historic buildings under the 1986 Tax Reform Act.<sup>60</sup> Easement applies for not only the current owner, but future owners as well, ensuring that the property will be maintained and preserved by future owners, and owners can get financial aids.<sup>61</sup> Therefore, they not only get help preserving physical elements of building, but also funding their income. Lijiang's guideline force governs the appearance resulting from reconstruction or repairs of existing buildings, but it was criticized because there is no financial aid for reconstruction and repairs. It also analyzed that these guidelines reduce local populations and increase the influx of people from outside who want to open tourist shops. These American polices will solve these root issues, and might stop migration issues and help local people's income.

Second, community cooperation is effective for finding solutions for preserving intangible heritages, such as music, dance, and languages. For example, opening public hearings is a great opportunity to hear what not only local people but also new people want to do for current Lijiang as their living life site. Public hearings are also a bridge between development and preservation for sustainable development. Non-governmental organizations play a big role in historic preservation for a community, by a community. The United States has great experience that the historic preservation movement happened by non-governmental organization, such as the Mount Vernon Ladies Association. Those activities are effective for the balancing between native culture (authenticity) and new culture included imitation culture.

### **Recommendation for the United States**

What can the United States learn from a case study in Lijiang? The World Heritage program is surely a great market tool for culture recognition as well as an interpretation of cultural resources. However, the World Heritage program will push

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<sup>60</sup> Lea, pp15.

<sup>61</sup> National Park Service (<http://www.nps.gov/>)

domestic historic preservation to international stages. The question whether historic preservation is for whom and by whom, will be more cooperated issues, but at the same time, there is always help in international cooperation. The United States will recognize international cooperation by not only sending food, money, or medicines, but also by preserving and appreciating other cultures. However, because the World Heritage Program does not necessarily value intangible cultures for inscription, intangible heritages are at risk after the inscription. Special attention to intangible heritages and making management plans are needed.



## Chapter 5: Conclusion

In conclusion, is the World Heritage Program not always useful for community development? Is community development useful for successful tourism? The answer is partially, yes. As a case study in Lijian shows, their original life changes dramatically because of rapid successful tourism. I still have hope that new policies and international cooperation will change the situation in Lijiang. I also hope that the World Heritage Program itself will change the framing for economic incentives for local community and special attention to intangible heritages, otherwise the World Heritage program will not have great future. To change this future, I hope the United States renewal participation will play a role. As I show three diagrams in advance (Figure 4), when you compare the World Heritage program diagram and diagram about historic preservation in the United States, you will see they could reinforce what they benefit from each other. If they are combined, that diagram will be the ideal historic preservation. Here is the possibility for the future of the World Heritage program with the US's renewed participation.

# Appendices

## 1. Questionnaires

### **FPO List**

The following questions were sent to 55 federal preservation offices on June 8, 2008, and 15 responds are effective.

\*Note: all personal information is deleted.

#### Question 1

What active projects, cooperative agreements, memoranda of understanding, exchanges or any other type of initiative that deal with historic preservation does your agency or department have in partnership or cooperation with foreign government agencies (all levels), international or inter-governmental organization or with private institutions abroad? If you do not have the time to compile such a list, what would be the best way for us to obtain such information?

#### Question 2

Could you provide contact information for other offices or units within your agency or department that should be contacted to obtain additional information on preservation activities as described above that you might not know about?

#### Question 3

Does your agency or department have an international affairs office, and if so, could you provide us with the contact information?

**Institutions** Bureau of Reclamation Office of Program and Policy Services  
Office of Program and Policy Services

**Q1 Initiative** No

**Q3 International Affairs Office** Yes

**Q3 Organization/division** Native American & International Affairs

**Institutions** Department of the Treasury Bureau of Engraving and Printing  
Bureau of Engraving and Printing

**Q1 Initiative** No

**Q2 Organization/division1** Department of the Treasury Bureau of Engraving and  
Printing

**Q3 International Affairs Office** No

**Institutions** Department of Housing and Urban Development  
Development

**Q1 Initiative** Yes

**Q1 What initiative** HUD has several on-going cooperative agreements with different governments and international organizations: However, none now deal explicitly with historic preservation. Historic preservation is a potential topic in most of these

**Q3 International Affairs Office** Yes

**Q3 Organization/division** Department of Housing and Urban Development (HUD)

**Institutions** Department of the Treasury

**Q1 Initiative** Yes

**Q1 Description** Currently vacant. However, that office is concerned with issue of international economic policy and not necessarily with historic preservation. The Treasury Department does not own any building outside of the US that would be concerned with historic preservation issues. Presumably, ICOMOS would be familiar with any international treaties, et. al that reference the Treasury Department and Under Secretary for International Affairs, currently vacant. However, that office is concerned with the issue of international economic policy and not necessarily with historic preservation. The Treasury Department does not own any building outside of the US that would be concerned with historic preservation issues. Presumably, ICOMOS would be familiar with any international treaties, et al., that reference the Treasury Department.

**Q2 Organization/division** Department of the Treasury, International Affairs

**Q3 International Affairs Office** Yes

**Q3 Organization/division** Department of the Treasury, International Affairs

**Institutions** Federal Energy Regulatory Commission

**Q1 Initiative** No

**Q3 International Affairs Office** N/A

**Institutions** Federal Highway Administration (FHWA)

**Q1 Initiative** No

**Q1 What initiative** Although FHWA has a few technical assistance exchanges with foreign countries, none deal with historic preservation issues. Since we are primarily a grant in aid agency funded by the Highway Trust fund, we own virtually no resources ourselves, nor do we fund undertakings in foreign countries

**Institutions** Forest Service

**Q1 Initiative** Yes  
**Q1 What initiative** Letter of Record/International Agreement/exchange of technical work

**Q1 Description** The USDA-Forest Service currently has a Letter of Record with the Italian Ministry of Culture, Regional Superintendency of Abruzzo, and International Agreement with the Provenance of Abruzzo on mutual cooperation and exchange of technical work related to cultural resources database, inventory, and site interpretive development; and working exchange with several mayors of the Abruzzo on Heritage-Tourism and sustainable economic development. This is our 5th year of cooperation and has involved two exchanges of delegations between both countries. The FS also has conducted a popular public program Heritage Excursions by taking paying volunteers over to the Abruzzo to work with Italian colleagues in providing cultural and technical exchange in developing site information. Feedback

**Q2 Organization/division 1** FS Heritage Program Manager in Region5 (California)

**Q2 Organization/division 2** Heritage Public Programs

**Q3 International Affairs Office** Yes

### **SHPO list**

The following questions were sent to 60 SHPOs on June 14, 2008, and 10 responds are effective.

\*Note all personal information is deleted.

#### Question 1

What active projects, cooperative agreements, memoranda of understanding, exchanges or any other type of initiative that deal with historic preservation does your agency or department have in partnership or cooperation with foreign government agencies (all levels), international or inter-governmental organization or with private institutions abroad? If you do not have the time to compile such a list, what would be the best way for us to obtain such information?

#### Question 2

Could you provide us with names and contact information for other State agencies that may be involved in international activities or exchanges on historic preservation as described above?

#### Question 3

Can you provide the name and contact information for any major non-governmental statewide or local organizations in your State that may be involved in international activities or partnerships, and that we should contact?

Question 4

Would you see any benefit in establishing international contacts with affinity agencies in other countries or to have specific activities with cultural staff of embassies in Washington during your annual NCSHPO visit to Washington in order to gain new information, such as:

- a. The architectural and settlement patterns of the homelands of early settlers and immigrants to your State that might shed a greater understanding of how those traditions influenced your State's historic environment?
- b. The characteristics of the historic built environment in the countries of origin of the more recent immigrant populations to your State
- c. Simply learn in a more general way how other countries are dealing with challenges similar to the ones you face in your State.

**State name** Alabama

**Q1 Initiative** Yes

**Q1 What initiative** preservation group in Mobile

**Q1 Description** there is a preservation group in Mobile, which has a cooperative agreement with the French government regarding the wreck of the CSS Alabama, sunk off Cherbourg in 1865 in French waters. There have been several cooperatively funded dives on the sunken ship over the last few years.

**Q3 NGO and local contact information** N/A

**Q4 Benefit** N/A

**State name** Louisiana

**Q1 Initiative** Yes

**Q1 What initiative** International Cultural Exchange

**Q1 Description** We are currently planning an international Cultural Exchange that will explore and promote all aspects of Louisiana's Cultural Economy in late August, 2007.

**Q2 Organization/division 1** Council for the Development of French in Louisiana

**Q2 Organization/division 2** Office of Cultural Development

**Q2 Organization/division 3** Department of Culture, Recreation and Tourism

**Q3 NGO and local contact information** Yes

**Q3 NGO and local organization name 1** Louisiana Cultural

**Q4 Benefit** C

**State name** Maryland

**Q1 Initiative** Yes

**Q1 What initiative** study abroad

**Q1 Description** The University of Maryland College Park has a campus in England at Kiplin Hall

**Q2 Organization/division 1** The University of Maryland College Park

**Q3 NGO and local contact information** None

**Q4 Benefit** Potentially, yes

**State name** Mississippi

**Q1 Initiative** None

**Q2 Contact information**

**Q2 Organization/division 1** the Mississippi State University College of Architecture, Art & Design

**Q3 NGO and local contact information** No

**Q4 Benefit** Yes. These types of activities and areas of interest and research would certainly enhance the historic preservation movement in our communities. Disaster recovery challenges in other countries would be specifically helpful in Mississippi and we could contribute to the international discussion of this matter.

**State name** Nevada

**Q1 Initiative** Yes

**Q1 What initiative** Foreign documentary film

**Q1 Description** While the Nevada SHPO has not dealt with foreign governments, we have dealt with a foreign documentary film producer and the publisher of a magazine dealing with archeology. In January 2004, Archelogia, a popularized French journal on the field, published an article I co-authored on an excavation in Nevada on an African American saloon. This attracted the attention of Gedeon, a French documentary film company with good international distribution. Gedeon has subsequently produced a documentary on our nineteenth-century saloon archaeology. The film has shown in Australia, German, Austria, Belgium, and France (there may be others at this point, unknown to me since it is in the first phase of distribution).

Gedeon is marketing it to North American outlets at this time. This example may not be what you're looking for because it does not involve relationships with a foreign government

**Q2 Organization/division 1** SHPO

**Q3 NGO and local contact information** No

**Q4 Benefit** N/A

**State name** North Carolina

**Q1 Initiative** None

**Q2 Contact information** None

**Q3 NGO and local contact information** None

**Q4 Benefit** Surely international contacts with affinity agencies in other countries or specific activities with cultural staff of embassies in Washington during the annual NCSHPO visit to Washington could be useful. However, our time and capacity during that meeting are extremely limited and embassy visits may not be a top priority or the best use of our limited resources while on travel. I suggest that ICOMOS provide us with appropriate contact information. We can then seek from here the information through correspondence or by telephone.

**State name** Road Island

**Q1 Initiative** No

**Q2 Contact information** No

**Q3 NGO and local contact information** No

**Q4 Benefit** a, b, and c

**State name** South Carolina

**Q1 Initiative** None

**Q2 Contact information** None

**Q3 NGO and local contact information** Yes

**Q3 NGO and local organization name 1** Historic Charleston Foundation

**Q3 NGO and Local Organization** American College for the Building Arts

**Q4 Benefit** Perhaps this should be an optional activity, which might be more pertinent to some states than to others.

**State name** Vermont

**Q1 Initiative** None

**Q2 Contact information** None

**Q2 Organization/division 1** The Vermont Dept. of Tourism and Marketing

**Q3 NGO and local contact information** Yes

**Q3 NGO and local organization name 1** Preservation Trust of Vermont

**Q4 Benefit** YES. We are trying to establish more education and information about the French heritage of Vermont, especially for the 2009 Quadricentennial of Samuel de Champlain explorations of the lake that now bears his name. We have research questions about building types constructed by early 19th c. Scottish settlers.

**State name** Wisconsin

**Q1 Initiative** None

**Q2 Contact information** None

**Q3 NGO and local contact information** None

**Q4 Benefit** No

### **University list**

The following questions were sent to 55 universities on June 11, 2008, and nine responds are effective.

\*Note all personal information is deleted.

### Question 1

What are the permanent overseas programs that involve students and/or faculty exchanges? Are these programs included in your website?

2. With what academic and/or heritage institutions overseas does your program have cooperative agreements or memoranda of understanding?
3. If they exist, could you describe any other types of international involvement that you program may have?
4. What additional type of international activity would you like to see developed in your program?
5. Would you be interested in taking part in the pre-symposium internet discussions that will be used to develop the Summit recommendations?



**Institutions** Belmont Technical College

**Q4 Wish list** We have discussed setting up a program with Scotland. John Laing, (Telford College, Edinburgh) has expressed interest in developing an exchange program. While this hasn't progressed beyond the discussion phase, it will become a higher

**Institutions** Columbia University

**Q3 Description** Through adjunct faculty member John Stubbs, VP of the World Monuments Fund, we offer a course in "International Preservation Practice." This complements the American-focused Historic Preservation Theory and Practice course by looking at preservation attitudes, laws, practice and emerging issues globally. This is a popular course, reflecting students' interests in the larger world. We require a summer internship for our students; they are responsible for finding one that complements their interests. Each year a handful find internships abroad. At the moment, we have two students working for DoCoMoMo in Paris, and another working for a preservation architect in Lahore, Pakistan. Note that these are American citizens - there are also foreign nationals in our program who choose to return to their home country for their summer internship. Columbia has had a strong relationship with the Kress Foundation to provide financial support to students doing a summer internship so that the students' travel and lodging while abroad is covered. In most cases these internships are unpaid and we would not like students to be "out of pocket" for having fulfilled the internship requirement. (Students in US internships are expected to be paid.) But as students change each year, and their interests change, the site of the international internships change so we have no "standing" internships abroad. In the past 5 years, other students have done internships in Bosnia, Ireland, France, Peru, Italy, and England. Adjunct faculty member Pamela Jerome, who has a specialty in mud brick and earthen architecture, has been receiving grant support for 7 years to take a small group of students to Yemen each January to document traditional buildings there. The deeply different cultural experience and the amazing architecture there has made this a trip which has consistently profoundly moved students. The joint studio led by Paul Byard involves students from the March program and the Historic Preservation program in the exploration of a site, usually within Latin America, which has multiple layers of history. The architects design a new building or addition to an existing building in tandem with the preservationists, who are there to remind the architects of the site's history, and to critique the design relative to its preservation values. Through an unusual and generous bequest over a century ago, all students at the GSAPP have an opportunity to travel, and many choose to travel internationally. These "Kinne trips" (named for the original donor) allow students to visit places and see things that might otherwise not have a chance to. Kinne trips have ranged from Peru to Scotland to Vietnam and Nepal. We consistently draw about 20% of our preservation students from abroad, and we feel this enriches the program considerably. Currently we have students from Mexico, Canada, China, Taiwan, Korea, Germany, and India. Because NY is, as one faculty member put it, the hub of all airline travel, there are frequently international scholars and practitioners who stop to give guest lectures when they are "flying through."

(Some actually give us time to plan an event around their talk, others more-or-less show up with less than a week's notice!!) We try to include international speakers in our roster of HP lectures through the year, and many also appear as guests within the context of a class.

**Q4 Wish list** We would like to have more money to allow us to specifically invite particular speakers from abroad to share their recent work with students, and not just rely on who is traveling for another reason through NY. We would like more connections enabling interested students to gain post-graduate experience, through internships and starting jobs, that would address cultural heritage preservation issues around the world. We would like assistance in setting up more international exchanges between HP students/faculty around the world. We are constantly approached, but without manpower in the office to really work on the content and details, this has not effectively happened. In addition, many partners would love to come to NY, but we have no facility on campus to house them, and the cost of staying in hotels in NY is prohibitive for most student budgets

**Institutions** School of The Art Institute of Chicago

**Q1 Description** Several exchange programs for students and faculty that do not deal directly with Historic Preservation, including one in Krems, Austria and several partner schools throughout Europe and Asia. Our Historic Preservation program maintains a faculty and student project with the Weishan Heritage Valley in Yunnan, China that is ongoing. Previously the program maintained a project in Ireland in association with the Duchas and

**Q2 Cooperative agreement**

**Q2 Description** In addition to the organizations mentioned above, I have contact with the Fulbright Program in Ukraine. The only agreements in place are general exchanges between the School of the Art Institute of Chicago and overseas institutions including the Academy of Fine Arts, Prague and the Burren College of Art, Ireland.

**Q3 Description** Through groups such as ICOMOS, International Preservation Trades Network and a variety of personal overseas contacts

**Q4 Wish list** More faculty exchange opportunities.

**Institutions** University of Arizona

**Q1 Description** Our College has programs in Chile, Mexico, Spain, and Finland, though they are not preservation-focused. Yes, they're on our website, [cala.arizona.edu](http://cala.arizona.edu)

**Q2 Description** See website for specific school names

**Q3 Description** I work through the National Park Service on an international preservation program with the Mexican Instituto Nacional de Antropologia e Historia (INAH) on a "Missions Initiative" whose purpose is to define common issues regarding the preservation of Spanish Colonial mission communities along the borderlands

**Institutions** University of New Mexico

**Q1 Description** We are a new 6 course Graduate certificate, and as such do not have any permanent programs.

**Q3 Other activities**

**Q3 Description** We offered a 10-day, cultural landscape and preservation field school in Japan for the first time last month, headed by prof. Chester Liebs and in cooperation with Tokyo University (Todai). One of our students in on an ICOMOS fellowship to Lithauania this

**Q4 Wish list** Given our small size and limited resources, our international programs will likely continue to be ad hoc.

**Institutions** University of Oregon

**Q1 Description** The Italy Field School in Oira, Italy is sponsored by the H.P. and Architecture programs at the University of Oregon. It is listed on our web site and is in its eight

**Q2 Description** One is in progress for the University of Florence's Graduate Program in Heritage Conservation

**Q3 Description** Kohn Kaen University in Thailand has discussed a student exchange following the ICOMOS-Thailand Conference there last November, that I attended. We have had a courtesy appointment with Dr. Dong-Jin Kang of South Korea over the past

**Q4 Wish list** Programs in Scandanavia. We have preliminary contacts with Jan Rosvall, Professor in Conservation, Goteborg, Sweden (whom I met at the Portland, Oregon NCPE meeting), Also, Erik Skoven, Director, Architecture and Design Programs, (Denmark's International Study Program) University of Copenhagen,

**Institutions** University of Pennsylvania

**Q1 Description** European Conservation Program-a 6-8 week summer program focused on European conservation theory and praxis. Includes lectures, field visits, and site

**Q2 Description** ICCROM., Istanbul Technical University (Istanbul), Plymouth University UK), Middle Eastern Technical University (Ankara, Turkey), Tong Ji University (Singapore), Catholic University (Leuven, Belgium)

**Q3 Description** Graduate and postgraduate internships.

**Institutions** University of Vermont

**Q3 Description** We are located less than an hour's drive from the Canadian border so we are closely aware of international opportunities and restrictions. Examples of the types of our international involvements include: student and faculty research travel, student and faculty field trips, student summer internships, faculty presentations at scholarly conferences, guest speakers from other countries, informal scholarly connections and correspondence.

**Q4 Wish list** After a very successful trip to Cuba with our students in 2002 to study the stewardship of heritage sites, we were dismayed by the US government's decision several years ago to further restrict scholarly travel to Cuba. We would like to see this US travel ban to Cuba be lifted immediately. Here in Vermont, we are also concerned about the tightening of crossborder travel restrictions from Canada. Many would like to see the US government develop agreements and treaties with Canada and with the European Union to provide our citizens with the freedom of international movement and relocation similar to those agreements now included in the Charter of Fundamental Rights of the

**Institutions** University of Washington

**Q1 Description** While our preservation program does not have its own permanent overseas program, our College has a Rome Center and our preservation students can and do participate in it: <http://depts.washington.edu/roma>

**Q3 Description** Our faculty frequently arranges international programs with preservation content, and there are usually several options each summer. This summer we have a summer field studio in China, one in Quebec City, and one in Guatemala. Previous sites include Japan, Taiwan, Mexico, England, and Cuba.

**Q4 Wish list** Would like to see more individualized international internship opportunities for students, especially financial support for such

## 2. The Criteria for Selection<sup>62</sup>

To be included on the World Heritage List, sites must be of outstanding universal value and meet at least one out of ten selection criteria. These criteria are explained in the Operational Guidelines for the Implementation of the World Heritage Convention, which, besides the text of the Convention, is the main working tool for World Heritage. The criteria are regularly revised by the Committee to reflect the evolution of the World Heritage concept itself.

Until the end of 2004, World Heritage sites were selected on the basis of six cultural and four natural criteria. With the adoption of the revised Operational Guidelines for the Implementation of the World Heritage Convention, only one set of ten criteria exists.

	Cultural criteria						Natural criteria			
Operational Guidelines 2002	(i)	(ii)	(iii)	(iv)	(v)	(vi)	(i)	(ii)	(iii)	(iv)
Operational Guidelines 2005	(i)	(ii)	(iii)	(iv)	(v)	(vi)	(viii)	(ix)	(vii)	(x)

Selection criteria:

1. to represent a masterpiece of human creative genius;
2. to 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;
3. to bear a unique or at least exceptional testimony to a cultural tradition or to a civilization which is living or which has disappeared;
4. to be an outstanding example of a type of building, architectural or technological ensemble or landscape which illustrates (a) significant stage(s) in human history;
5. to 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;
6. to 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);
7. to contain superlative natural phenomena or areas of exceptional natural beauty and aesthetic importance;
8. to 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;
9. to 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;

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<sup>62</sup> UENSCO World Heritage Center

10. to 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.

The protection, management, authenticity and integrity of properties are also important considerations.

Since 1992 significant interactions between people and the natural environment has been recognized as cultural landscapes.

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