

UNESCO WORLD HERITAGE AS AN OPPORTUNITY FOR MOUNTAIN LANDSCAPES – A TRIGGER FOR DEVELOPMENT NOT ONLY IN THE ALPS

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Abstract

Transhumance creates unique landscapes, especially in mountain regions. These landscape types, but also the herewith connected economy, are often threatened by abandonment. On the other hand, the so created landscapes and products are highly appreciated by the people – not only the tourists. Being listed as UNESCO World Heritage might be a trigger to raise awareness (also among politicians and deciders) and, more important, to motivate farmers to go ahead with their very special living conditions and to foster sense of place/pride of the place. The process, which leads to the nomination itself, is demanding on one side, but also often a starting point to consider the region, the site differently and to develop new processes, initiate structural changes and is in the end often highly appreciated by the population.

Introduction

Transhumance in mountain regions is a sophisticated way of agricultural production, adapted to geographic, animal and human needs as well as to the specific climate conditions. Traditional farming on different levels of altitude according to the change in temperature and vegetation along the year can be found worldwide in mountain landscapes (also in flat regions but there with a different character). Traditional production forms, tools, habits and architecture, always with very specific regional or even local characteristics are the result. Not only the landscape but also cultural traditions and last but not least the social conditions within families and village communities are the result. Although decreasing in the past years due to agricultural intensification, transhumance is today still and again present in mountain regions.

More than ever, farmers have to look for new ways of generating income. In particular, remote areas suffer on the one hand from their isolated situation with disadvantages in accessibility, infrastructure and often low profile. On the other hand, they are facing many different, sometimes even contradictory demands: Maintaining the cultural landscape, natural and cultural heritage on the one hand, providing living and recreation space for locals and tourists on the other but also find a (personal/family) livelihood. The challenge is to initiate and foster win-win situations.

The article focuses on the use of UNESCO World Heritage (WH) listing to support the sustaining of this particular cultural heritage. The concept bases on an audit made on the non-successful nomination of the region of Bregenzerwald in Austria, considering the results of the Alpine convention as well the transhumance working group of UNESCO. The example of Bregenzerwald has perfectly shown the impact WH work can have on a region and the various integrating development processes and initiatives.

UNESCO World Heritage

The UNESCO World Heritage Convention was established in 1972 and was ratified until 2016 by 192 states. In 2016 1052 Sites (814 culture sites including 88 Cultural Landscapes,

203 nature sites and 35 mixed sites) in 165 countries had been inscribed in the UNESCO World Heritage list (Figure 1, [http1](#)).

The procedure of becoming a World Heritage site is described in the so-called “Operational Guidelines”. The main bodies of the Convention are the Committee the Secretariat (UNESCO WH Centre, Paris) and the advisory bodies. Inscriptions are only possible after formal nomination by a States Party, they have to follow a catalogue of guidelines and fulfil given criteria. The proposal has to be listed on the national Tentative List at least one year prior to the submission of a complete proposal. The evaluation will be conducted by the Advisory Bodies, ICOMOS for sites with cultural attributes and IUCN for sites with natural ones. In the case of cultural landscapes and mixed nominations, both advisory bodies are involved.



Figure 1. Location of World Heritage Sites in 2016: yellow = culture sites, green = nature sites, yellow-green = mixed sites, red = sites inscribed on the “List of Danger” (Source: [http2](#))

Main reasons today for seeking the prestigious inscription on the WH-list are conservation needs and expectations based on the financial return. The latter is most often connected to tourism expectations, as the following figures will demonstrate. Around 900.000 people come to the Plitvice Lakes ([http3](#)) in Croatia each year (Figure 2a,b).



Figure 2.a and 2.b. People waiting for a boat shuttle on the Plitvice Lakes (left) and going on the wooden paths (right), it is hard to take a picture of the nature without people on it (Photo: A. Kruse 2010)

The Chinese WH site South China Karst ([http4](#)) counts 4.2 million visitors per year (2007). According to Global Heritage Fund ([http5](#)) the Great Wall of China is the most visited WH site ever, with 8.2 million non-Chinese visitors per year. The number of visitors imposes such a high pressure on the infrastructure of the site that additional 13.5 km had been opened in order to allow a more even distribution of the crowds. According to SEPA and World Bank 12 billion Australian Dollar have been generated in 2009 by 17 Australian WH sites and thus guaranteeing over 120.000 jobs. The Wet Tropics WH Area alone has turned out 426 million Australian Dollar in 2007. These figures show the economic importance that WH places may play. Therefore, further case studies and analysis about the income generating factor of WHC are on the way ([http6](#)).

Involving the people in World Heritage

In “Business Planning for Natural World Heritage Sites – A Toolkit” the local people are not considered among “customers”. The fact that inhabitants or local people are not mentioned in the WH convention and in prior editions of the Operation Guidelines (OG), may seem inadequate. We have to take in mind that the OG are the implementation tool and like any other “manual” are under constant refinement and improvement. Therefore, today, we find in § 123 OG that locals are considered: “... their participation within the nomination process is welcome and warmly recommended”. A development that is underlined by the adoption in 2007 of the fifth C “Community”, enlarging the Budapest Declaration from 2002. Community therein becoming one of five pillars of the implementation of the World Heritage Convention. The Five "Cs", based on the Budapest Declaration (2002), and adopted in 2007 are:

- **Credibility:** strengthen the Credibility of the World Heritage List, as a representative and geographically balanced testimony of cultural and natural properties of outstanding universal value;
- **Conservation:** ensure the effective Conservation of World Heritage properties;
- **Capacity-building:** promote the development of Capacity-building measures, including assistance for preparing the nomination of properties, implementation of the World Heritage Convention and related instruments;
- **Communication:** increase public awareness, involvement and support for World Heritage through Communication.
- **Communities:** enhance the role of Communities in the implementation of the World Heritage Convention.

Involving and working with local people (Figure 3) in any case but especially in the WH context, means at first to ensure that everyone understands, is informed and has the possibility to participate – according to his or her means. To ensure that everyone understands the values, goals, purposes, rules, costs and benefits of a World Heritage site denomination and the management connected to it. In order to make participation possible, local power structures must be studied and adapted: To establish a steering board is the very first and important step. Participation implies on the part of the project or WH manager the ability and readiness to hear, to understand and to react on the differing point of views and on values expressed by the community. Managing is as well an understanding of incentives among all stakeholders who benefit from WH site management and the possible negative impacts of WH status, including e.g. lost access to resources, and the potential need for compensation.

Participatory processes need relationship building through a continuous process of dialogue to create trust between and among the various groups of stakeholders. A successful process needs the participation of all stakeholders, including empowerment of communities to

take responsibility and acquire a sense of ownership, and the provision of incentives to encourage investment of people's time and resources.

A flexible and adaptable process in the face of the prevailing dynamic relationships between sometimes dangerous wildlife, cultural perspectives, land-use patterns, and peoples' expectations are all likely to change over time. Community conversation must therefore constantly adapt to take into account these expectations. To ensure a long-lasting favourable WH site does also require monitoring activities to provide the baseline data necessary to assess and evaluate the state of conservation of heritage properties and the socio-economic development of the surrounding area.



Figure 3. Public Hearing in Heiligenblut, a community with 1022 inhabitants, during the process of a WH nomination in 2016 with presentations, followed by Q&A and a come together around local dishes. The number of people present illustrate the huge interest in the topic. The organisers have received a list with thematic representatives for further workshops and information. (Photo: A. Kruse)

The “Enhancing our Heritage (EoH)” is such a toolkit. It uses the WCPA (World Commission on Protected Areas – IUCN (= International Union for Conservation of Nature) framework to develop a range of more detailed assessment tools for managers of natural WH sites. The toolkit can be used to develop comprehensive site-based systems for assessing management effectiveness. It was developed over a seven-year period, working primarily with WH site managers in Africa, Asia, and Central and Latin America; it contains 12 tools.

- Identifying site values and management objectives
- Identifying threats
- Relationship with stakeholders
- Review of national context
- Design assessment
- Assessment of management planning
- Assessment of management needs and inputs
- Assessment of management processes
- Assessment of plan implementation
- Work / site output indicators
- Assessing the outcomes of management
- Review of management effectiveness assessment results

Similar to SWOT analyses, the following table explains the different and various aspects, which have to be in mind when working with local people. But not only with accordance to the people. These kind of reflections are also necessary in order to create WH sites which are sustainable and stable – as we are talking of the heritage of the world which implies necessarily a long term view.

Table 1. WH Management Tool Kit (UNESCO 2008b:39)

Theme	Strengths	Weaknesses
Processes	High productivity	Slow time to market
Management	Good at acquisitions	Poor staff management
Marketing and sales	Good at direct sales	Poor market research
Other skills	Excellent R&D	Poor maintenance
Experiences	Success overseas	Health and safety problems
Intellectual property	Branding, trade secrets	Expiring patent
Premises	Excellent location	Unwanted lease
Plant and machinery	Specialist equipment	Worn-out plant
Information technology	Good management information	Poor automation
Finance	Healthy cash flow	Burden of debts
Theme	Opportunities	Challenges
Market	Market growing rapidly	Market reaching maturity
Industry	Competition fragmented	Competitors have strong R&D
Industry association	Compliance with standards	Meeting standards = increasing costs
Labour market	Locally available skills	Disruptive strikes
Financial markets	Low-cost funds	Higher borrowing costs = reduced demand
Exchange rates	Cheaper imported raw materials	Cheaper competing products
Green (environmental) lobby	Sell more eco-friendly products	Cost of anti-pollution legislation
Economic trends	Economic expansion = boost demand	Growing unemployment = reduced demand
Government policies	Tax holiday	Incentives for rival companies
Natural disasters	Sell specialized equipment	Loss of production or data

Even if the authors are not completely in-line with the above showed table, it is presented nevertheless in order to show that WH has become a well-analysed and well-established item in recent years, a long way from the requirements of a nomination file adding up to 20 odd A4 pages in the 80ies. Many other points may be added, e.g. the non-fulfillment of expectations towards safeguarding and protection (see e.g. Croatia, Syria), the over fulfillment of expectations (e.g. too many visitors), the conflict between nature and the local people living there, e.g. in the North of India where the population of tigers has finally increased again – a great success from the animal and nature protection point of view. But now, the local people have to leave their villages because it has become too dangerous for them to live in their original villages.

The concept of Transhumance (in mountain regions)

Transhumance (see also the article by Hans Renes in this volume) derives from the Latin words *trans* (through, across) and *humus* (area, region, but also soil in the sense of agriculture). In some regions the word *Agropastoralism* used to describe the activity, but covers a larger theme (see below). Anyhow, it describes a production and farming system

where the grasslands (Figure 4) are alternated according to the seasons, depending on the country or region with different animals (sheep, cows, yaks, goats, camel, Dromedaries, reindeer, horses etc.). The trail can be between some days up to several months. The herding is carried out from small groups to large herds. With the aspect of smaller herds, we often find that the owner himself is the shepherd, very similar with the overall agricultural pattern. One prerequisite is that there are at least two pasture regions alternating per year. Sometimes a distance of 800 km is covered by the animals in this slow movement.

The term agropastoralism (Latin *ager* = field and *pastor* = herdsman, protector) means a combination of agriculture with cattle raising. Agropastoralists can be based at one place, or can live in forms of transhumance or nomadism. To live at one place means that there is a solid house which is in use over the whole year. There is no displacement of several days or weeks in order to find fodder as we would define it in nomadism. Nomads change their place of settlement according to the need of finding food and therefore have mobile houses (like tents or carriages) or use opportunities given by the nature (caves). Often nomads live in tribes, clans, (extended tribal) families or in groups (Figure 5).



Figure 4. Photo: Transhumance with sheep, cows and horses in the French Pyrenees (Photo:A. Kruse, 2008/08/17-21.)

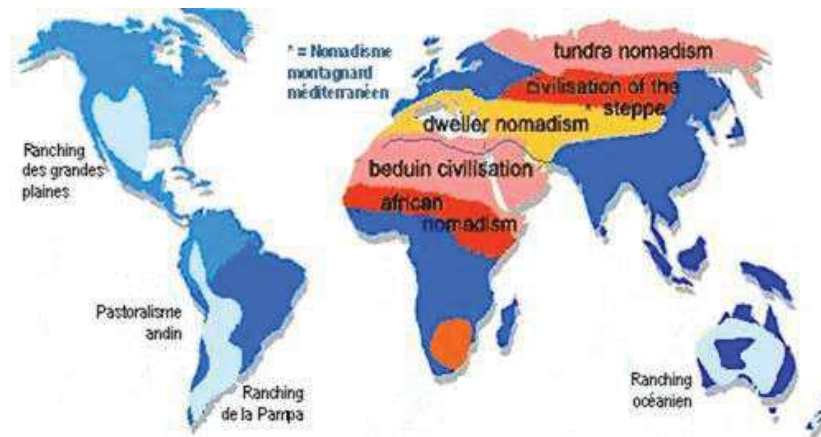


Figure 5. Overview Transhumance in the World (Source: Alain Bourbouze and Jean-Paul Chassany, Sep 2007, see Pierre Bonte)

Transhumance is known since the pre-history. Since the end of the 19th century, its significance is in decline and in some former important areas has completely disappeared. In other regions, including the Alps, the Maghreb and Central African countries, we observe more recently the opposite trend with an increase of pastoralism or at least a stable intensity. Until the 19th century, it was still present in the arid and semiarid regions of Africa and in large zones of the Mediterranean. Furthermore, especially in mountain countries, where, in the higher altitudes, the summer climate is cooler and more humid and the winter is cold and the earth is covered with snow, making a natural feeding impossible. However, transhumance exists also in flat countries, which are dry in summer, but warm and humid in winter. This shows that transhumance is / was present in a wide geographical area.

Important aspects of transhumance are: seasonal and within limited, defined areas – always around the same geographical scope ... Even if several hundred kilometres are covered, the herdsmen, with their herds, always return to their places of origin ([http7](http://7)).

These parameters are very important in order to understand why the concerned regions today need special programs and specific ideas. It is not possible simply to take a concept from any other agricultural area where cattle is grown and which works under completely different circumstances well, but might definitively be non-adapted here in this context or this special area.

Looking at the World Heritage list, we are able to state that pastoralism cultures, agricultural production forms and transhumance in general are underrepresented.

Inscribed transhumance sites on the list are:

- Laponian area, Sweden, inscribed in 1996 as a mixed site
- Mont Perdu/Pyrénées, transborder France/Spain, inscribed in 1997/1999 as a Cultural Landscape and mixed site
- Orkhon Valley Cultural Landscape in Mongolia listed in 2004
- The Causses and the Cévennes, Mediterranean agro-pastoral Cultural Landscape, France have been added to the WH list in 2011
- Hortobágy National Park - the Puszta in Hungary is since 1999 as a Cultural Landscape on the WH list.

The case of Bregenzerwald (Forest of Bregenz) in Austria

The traditional three-level-farming falls into the classic definition of transhumance: seasonal, vertical movement of herds. The herdsmen have solid buildings/housing in the valleys and

sometime also in the mountains at a higher altitude, most often permanent lodges, built of wood or stone. The three-level farming in Bregenzerwald can be described as follows:

In winter cattle stays in stables in the valley villages, where the whole family lives together. End of April and from October until first snow the cattle grazes at home pastures in the valley villages. Beginning of June cattle go to the so-called Vorsäss, locally also "Maisäss" (säss from sitting). Until mid-October the animals return to the Vorsäss before they decent to the valleys again. From 8th July to mid-October the cattle is transferred to the High-Alp. The animals stay during the whole time with a herdsman.

The Bregenzerwald region is a traditional rural country side with 10.6 % employees in agriculture, in the steep regions up to 13,4 %. The percentage of the alp meadows varies between 30 % in lower part of the area (Vorwald), 45 % in the Middle part, while in the Back part, which is the highest part, it goes up to 75 %. About 1/3 of farms own 10 ha or less, many farms are only secondary income (Figure 6). 98 % are considered as so-called disadvantaged areas, which receive subventions for maintenance of agriculture and of the Cultural Landscape. Before the nomination dossier was submitted, there was a shrinking tendency – many farm assignments by parallel growing entities.

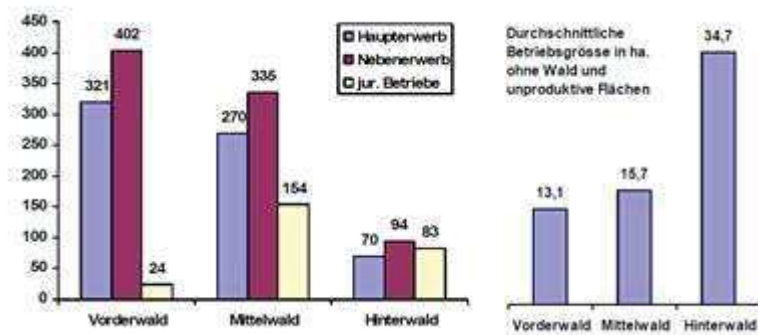


Figure 6. Differentiation of farm types in the three Bregenzerwald areas: Left: violet = professional farmers, dark red = secondary farmers, yellow = legal entities. Right: Average size of the farms without forest and unproductive surface (Nomination dossier 2005/6)

The region of Bregenzerwald is considered as disadvantaged area due to inclination, steepness, slopes, altitude, distance from market and infrastructure:

- surface of 555 km², 22 communes, 32,000 inhabitants,
- 35,000 cows with 11,000 milk cows, which produce 45,000 t milk,
- 1,000 milk farmer families, with 800 full-time farmers,
- 90 alp farms with cheese production (130 in total Vorarlberg!) (Figure 7),
- 13,700 guest beds in all categories, 1423 on farms (= approx. 10 %) and 1.6 million overnight guests/year,
- 2000 km hiking trails with corporate design and signposts,
- 700 km sign posted winter hiking trails and cross-country ski run,
- 4 large and several familial ski-resorts.



Abbildung 49: Alp-Senoküche



Abbildung 50: Alp-Käsekeller

Figure 7. Regional cheese production (Bergkäse = Mountain cheese) in one of 90 cheese producing alp farms of Bregenzerwald (Source: Nomination dossier 2006)

The Bregenzerwald was presented in 2005 and 2006 for inscription as a cultural landscape by the Republic of Austria (Figure 8-10.). The World Heritage Committee decided on its 31st session in Christchurch/New Zealand to defer the inscription. This means that Bregenzerwald was not inscribed but could have been re-presented within a certain time. The nomination failed for formal reasons: Missing management plan, the way the outstanding universal value (OUV) was drafted did not convince the evaluators, nor the chosen criteria iii, iv, v. Furthermore, it was stated that the protection scheme was not adequate, that the enforcement of traditional local crafts was considered necessary (knowledge transfer) as well as a management plan or system, which should include an inventory of the landscape and architecture elements. The evaluators' recommended as well, to collaborate with other transhumance regions and/or nations, at least to underline the full significance of this management system as part of the wider Alps.

The regional council commissioned a consulting company to analyse the failed nomination dossiers in order to better understand the reasons for failure and to depict a SWOT analysis of different alternatives. After a detailed hearing and presentation, the regional council decided not to go ahead with the WH nomination efforts, based mainly on an overall waging, that the legal implications may not be solved in due time. The protection of cultural landscapes is still an open issue in Austria. Many of the sites inscribed under the cultural landscape framework on the World Heritage list in Austria, such as the Wachau and

the Hallstatt Salzkammergut, suffer still today in 2016 from the lack of an overall legal framework and are therefore constantly exposed to international criticism in the handling of the site.

The important issue with the people and representatives of the Bregenzerwald in the process, even if it did not lead up to a listing, was, that they took a positive impact from the measures taken on the way. The conclusion was that the region has won 100 % within the long process - for themselves. This analysis is remarkable and shows the value and effect of a participatory, bottom-up nomination process: Many local movements had been started during the nomination efforts: cultural trails had been set-up, handicrafts had been re-introduced or newly recognised, the regional trade mark (KäseStrasse Bregenzerwald, see further down) was created. Many new opportunities arose from the WH application work.

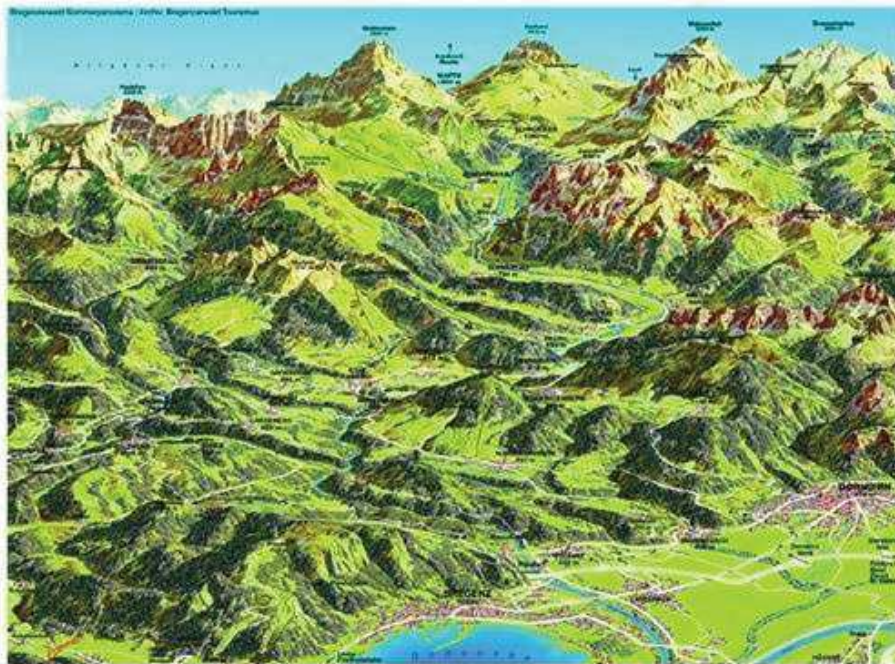


Figure 8. Geographic location of Bregenzerwald in the Austrian Alps. (Source: Nomination dossier 2006)

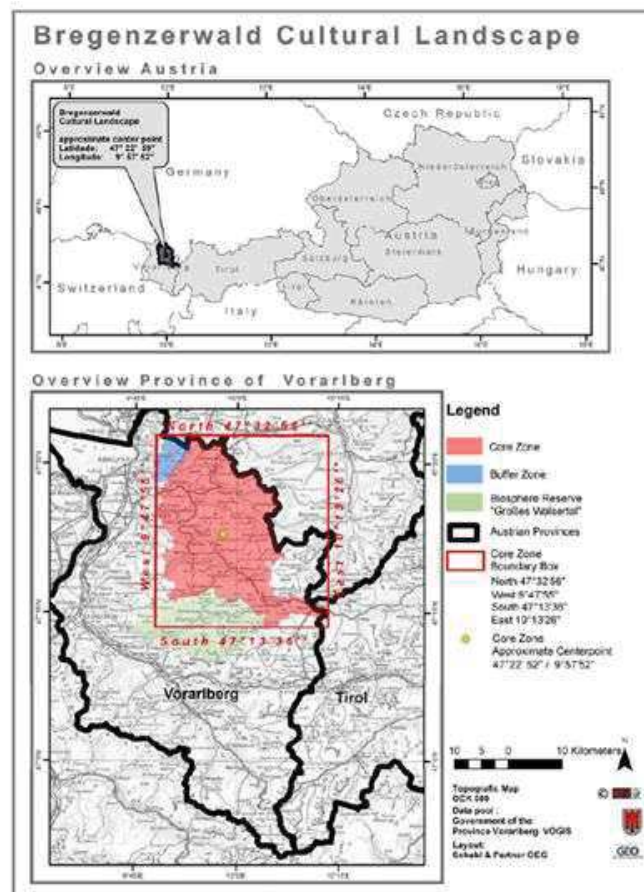


Figure 9. Location of the proposed site “Cultural Landscape Bregenzerwald in Austria (Source: Nomination dossier 2006)



Figure 10. This photo shows a typical aspect of the Bregenzerwald region, where extensive meadows (including fens/peat and poor grasslands) which are used for hay making alternate with pastures in the higher levels. Trees are coming in as use is too extensive for keeping the grasslands open which gives the floor to a number of rare species. The little houses, locally called Maisäb – houses where the herdsmen spend a part of their time during their transhumance season. (Source: Cultural landscape inventory Montafon KLIM, Oberes Netzamaisäb, author: Gortipohl. ht)

The nomination was from the beginning a bottom-up approach with the involvement of local people and with the goal to stimulate this remote area. Even after the submission of the nomination dossier, the local participation processes continued. E.g. in 2007, 140 committed women and men from Bregenzerwald („140 engagierte Bregenzerwolderinnen und Bregenzerwolder“ (<http://www.bregenzerwald.at>)) had been in charge with drafting and discussing the development objectives for the region Bregenzerwald. They have worked in four thematic groups:

- Construction, Space, Cultural Goods
- Agriculture and Forestry, Nature and Environment
- Tourism, Economy, Transport
- Cultural Life.

The actors asked themselves: „Why didn't we start this earlier?“ Certainly, there had been ups and downs during the moderation process. But in the end there were many objectives achieved and future orientated activities installed:

- cultural trails had been initiated,
- handicrafts had been re-introduced or newly recognised,
- the regional trade mark was further promoted (KaseStrasse Bregenzerwald),
- a cadastre of the cultural landscape elements including the architectural local heritage was initiated (Strasser 2008).

The project NATURHAUTNAH (Nature hands on) allows visitors to experience up close the world of the farm and everything that comes with it: taste of farm and regional products, guided tours, workshops and further offers. The Molke Metzler family-run enterprise with its large variety of products and activities has developed quickly and is receiving also international attention, e.g. in The Netherlands, France, Russia and certainly in Germany and Switzerland.

The project NATURHAUTNAH has created a place for energy-efficient and sustainable farming where visitors can experience all agricultural processes up close and in person. Visitors can grasp, literally and figuratively, life at the farm, an experience that inspires an appetite for nature. From the imposing cow pens and the turbulent goat romping house with its visitor gallery, to the small animal cuddling zone, the herb garden, the high-tech cooling and heating system, through to the cheese production, on to whey-based cosmetic processing and last but not least the farm shop (Figure 11). During workshops in their own Alpine dairy school, making cheese - with a focus on smelling, touching and tasting is offered.



Figure 11. This screenshot from the enterprises website shows the variety of offers with which tourists and locals are addressed. It also demonstrates that having good local products is sometimes not even enough for being successful and competitive: Today many different aspects have to be considered (Source: <http10>).

In the following some more activities and products which have been developed in the last years – in order to address local people as well as visitors, will be very roughly presented. The standard of living and the quality of life raised and several of these offers are a direct follow-up of the nomination working groups and/or the regional development strategy that evolved during the participatory process.

An interactive map of Bregenzerwald was created as a modern way of addressing a new/additional public – with proposals what to do (Figure 12).

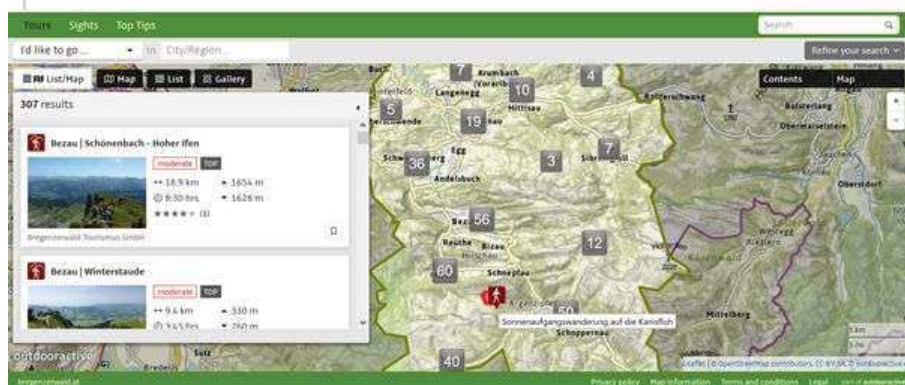


Figure 12. Interactive map of Bregenzerwald: every type of Sports via internet are easy and common good today. The same is true for cultural sites and events etc. (source: <http11>).

In 1998 the label KäseStrasse Bregenzerwald was founded which includes several parts of the Bregenzerwald. The appendant association “KäseStrasse” counts more than 200 members. It centers on agricultural producers: farmers with farm shops, cheese production, dairies in the village as well as on the alpine areas. Local hotels, restaurants and food stops are also members and use not only the regional products but also transfer the traditional philosophy. Commercial operations produce traditional but also recent/modern products. A local producer’s-production-chain, based on special lighthouse products like Bregenzerwald alp cheese and Bregenzerwald mountain cheese have been established. Also leisure and tourism attractions, like mountain cable cars (Bergbahnen) and their mountain restaurants or

sportive outdoor-contractors and suppliers: all of them show the “KäseStrassen-Sign”. They all support the label “KäseStrasse Bregenzerwald”, and commit themselves to the use and commerce of local products.

Furthermore, there is a non-profit association for the promotion of the Bregenzerwald cheese culture with the aim of preserving and promoting the regional added value, maintenance of local dispatched structures and profiling of the Bregenzerwald cheese region. 180 firms from different branches and various origin are member of the association. Cooperation partners are amongst others: Bregenzerwald Tourismus, Regionalplanungsgemeinschaft Bregenzerwald Handelspartner: Sutterlüty (Vorarlberg), Merkur Markt und Billa (ganz Österreich) – which show the professionalism that was reached in the meanwhile.

In 2001, the Käsehaus (<http12>) was founded which is based on the slogan: “Learning by eating”. They are accompanied since 2009 by the „Bregenzerwälder Genusstage“ – landscape and eating – a „Bregenzerwälder declaration“ was adopted in 2009.

Architecture between tradition and future (<http13>) - Vorarlberg is in Austria THE place for ecology combined with modern construction. It is one of the pioneers of ecological architecture and farming.

As a direct follow-up of ICOMOS evaluator’s recommendations, the region started to build-up an inventory of the alpine built heritage (Figure 13). The so called “Maiensäss Inventar” was conducted since 2008 by Peter Strasser. All information can be found in the internet (<http14-16>)



Figure 13. Cultural landscape inventory of the region Montafon where Bregenzerwald is located (<http14>)

The inventory does not only give descriptions and information about the built heritage. It also contains intangible heritage, compiled in personal interviews with locals in order to prevent souvenirs, family knowledge and history from getting lost (Figure 14).



Figure 14. Personal interviews conducted by interns in order to collect intangible knowledge and heritage within the project “Cultural landscape inventory of the region Montafon KLIM” (<http14>)

In line with the inventory, a cadastre of Vorarlberg (VoGIS) was created which is also public, free of charge and online accessible (<http15>, <http16>, Figure 15).



Figure 15. VoGIS – Cadaster of Vorarlberg – the Federal State of Austria, where the region Montafon with Bregenzerwald are located (<http17>)

And, to come to an end, the following list summarises the actions that had been taken within the framework of the nomination or as a follow-up. They all have contributed to the new understanding of the regions identification and spirit, have helped to create a modern area, addressing to the today people, offering job opportunities and triggering the local economy:

- Since 2000 inventory projects:
 - Register of the intangible cultural heritage of Austria
 - Three-level-agriculture in the Bregenzerwald
 - Maisäß-Inventory Montafon (related to the alpine diary activity)

- Search machines: [Google Search] ⇒ Dreistufen-Landwirtschaft im Bregenzerwald
- Many actions related to local cheese, among others.
 - Vorarlberger Cheese
 - Jagdberger Heumilchkäse
 - Kleine Warenkunde + Rezeptheft zum "Sura Kees"
 - Vorarlberger Käsknöpfle oder Vorarlberger Kässpätzle?
- Valorising the cultural landscape for tourism – among others:
- Kluge FREIZEIT mit Vorarlbergs Naturfreunden; since 2015 12 hiking tours with 10 steelpilars for (traditional) buildings, special CL elements or (traditional) craftsman works: walk life (1,5–4 h) ([http18](http://18))

12 new hiking trails through villages in the Bregenzerwald, each guided by 10 steel columns with explanations, e.g. for buildings, special aspects of the cultural landscape or handy craft traditions. In that manor, the visitor and hiker will be introduced in the living and life culture of Bregenzerwald. More information: [http19](http://19).

Conclusions

„If the world is not interested in us, we are not interested in the world“ The regional council of Bregenzerwald summarised its decision with these words, explaining why not to do another attempt to nominate as World Heritage. They added: “During the whole process, we have learnt so much about our region, our history, about us, we have started so many activities, that we don’t consider ourselves as losers, but as winners.“

A local article drew 2008 as well an optimistic résumé of the efforts: “In the last 9 years, about 200.000 Euro had been invested in the Bregenzerwald in order to achieve the title UNESCO World Heritage. Even if we do not go on; the investment was not in vain. During the research and moderation process, many themes had been newly introduced and valorized ([http20](http://20)). Today, people have new opportunities, hopes and alternative options. In a way one can draw the conclusion that the world heritage nomination process was the trigger to start dealing with the own identity, bringing in new ideas, starting projects and allow the people being creative but traditional at the same time. The new gained knowledge led to a new and even stronger proud and sense of place. This again led to new activities and new attractively which is mirrored in increasing tourism, but more important towards economic growth. It is clear that in the process the resilience of the Bregenzerwald region was reinforced, the economic options diversified and a strong sense of belonging was reinforced based on positive values.

The presented case of Bregenzerwald, but also further experiences from other projects of the authors, underline that a UNESCO World Heritage nomination process, even if finally not successful, can

- triggers local identification processes,
- raises local/regional awareness,
- creates sustainable business and therefore,
- can change a region without changing the cultural and landscape values,
- Reinforces the resilience.

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