

## REPORT OF THE WORLD HERITAGE THEMATIC EXPERT MEETING ON VINEYARD CULTURAL LANDSCAPES

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### RECOMMENDATIONS

The Expert Meeting was attended by 25 participants from States Parties to the World Heritage Convention which have vineyard landscapes on the World Heritage List, on their tentative lists, or in the nomination process. The list of participants is included in Annex I and the programme of the meeting in Annex II. A number of recommendations addressed to the twenty-fifth session of the World Heritage Committee, to the States Parties concerned, to the advisory bodies to the Convention, and to the UNESCO World Heritage Centre are listed below.

1. The meeting highlighted the importance of vineyard cultural landscapes as a form of the organically evolved and living cultural landscape defined in paragraph 39 of the *Operational Guidelines*<sup>53</sup>. It is a specific type of agricultural landscape represented by its entire production and land-use system.
2. The meeting noted the results of the Global Strategy of 1994, namely ‘human coexistence with the land’ and ‘human beings in society,’ as being areas that are relevant to vineyard landscapes. It furthermore noted the results of the two previous Regional Thematic Expert Meetings on cultural landscapes for the European Region held in Vienna, Austria (1996), and in Bialystok, Poland (1999) emphasising the diversity of the European landscape heritage.
3. The meeting was unanimous in calling upon ICOMOS to carry out its proposed global thematic study on vineyard cultural landscapes, which forms an integral component of the Global Strategy, as an urgent priority, this study to be supported from the World Heritage Fund.
4. The meeting noted a number of issues specific to vineyard cultural landscapes, which need to be taken into account in preparing and evaluating nominations for the World Heritage List:
  - vineyard cultures are the result of human work and the interaction between people and their environment,
  - vineyards are often located in areas with a long human presence, and illustrate the exchange between different cultural traditions,
  - these landscapes depend on a number of natural conditions, including geology, geomorphology, geographical location, relief, soil, and (micro)climate

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53 Ce § est devenu 47 dans la version révisée de 2005 des *Orientations*.

- they illustrate considerable human intervention (construction of terraces, drainage etc.)
  - the great variety of vineyard types being dependent upon natural conditions, techniques of vine cultivation and wine making, and geographical conditions (Mediterranean, central European, new producing countries etc.), the meeting considered that there are as many types as wine regions and wines....
  - vineyard landscape are linked with tangible heritage (vernacular architecture, settlement systems, cellars etc. ), as well as with intangible elements, including cultural traditions and harvest rituals,
  - wine production is subject to social, economic, and global market development and consumer demands,
  - characteristic for vineyard landscapes is long-term planning and investment.
5. The meeting welcomed the use of geographical information systems (GIS) in preparing baseline information for World Heritage nominations, monitoring, and periodic reporting. The meeting encouraged the exchange of information to standardise the information provided to enable comparative studies. The GIS system prepared for Tokaj was used as an example.
6. The management of vineyard landscapes should include regulatory preservation, and also ways of ensuring:
- the continuation of economic activities that sustains the site (such as the promotion of high quality products)
  - the provision of economic benefits for site maintenance,
  - the sharing of know-how among stakeholders and their transmission to future generations.
  - the acceptance of a common culture and identity by all stakeholders

Management plans should encompass both the core areas and the buffer zones and should provide for the highest level of conservation, restoration, and development of values in both zones.

The meeting considered that, as continuing evolved landscapes, vineyard cultural landscapes may be subject to change of use and introduction of new techniques. This would be acceptable so long as these changes do not jeopardize any of the World Heritage values for which the sites have been inscribed.

The meeting noted that a number of traditional vineyard landscapes are threatened by abandonment, erosion, landslides etc. and that integrated management needs to include provisions for restoration, revitalization and development coherent with the structure of the landscape.

7. Delimitation, boundaries and buffer zones of World Heritage nominations: the meeting emphasised the importance of the coherent delimitation of vineyard cultural landscapes based on geographical units and historic territories (such as the perimeter of the wine and wine growing areas - “Appellation d’origine contrôlée”, geomorphological or cultural units etc.). If the core area does not fully match the coherent unit, it must be covered by the bufferzone.
8. Community participation and development should be an integral part of any vineyard landscape nomination. An effective cultural landscape conservation strategy must be in force which involves all stakeholders.

9. The meeting stressed the importance of effective tourism management planning for vineyard cultural landscapes, in order to avoid the potential degradation of the cultural values for which these are inscribed on the World Heritage List.
10. The European Landscape Convention applies to the European vineyard landscapes on the World Heritage List, and in particular monitors landscape management and planning systems. The meeting noted, that one of the main objectives of the Landscape Convention is to ensure the provision of social organization, means for improving the knowledge of viticulture, and the creation of structures that ensure sustainable development. This should be encouraged in other regions of the world.
11. The meeting strongly supported the view of ICOMOS that the conditions of integrity were of more relevance in the evaluation of cultural landscapes than the test of authenticity.