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**UNITED NATIONS EDUCATIONAL, SCIENTIFIC AND CULTURAL
ORGANIZATION**

**CONVENTION CONCERNING THE PROTECTION OF THE WORLD
CULTURAL AND NATURAL HERITAGE**

WORLD HERITAGE COMMITTEE

Twenty-fifth session

**Helsinki, Finland
11-16 December 2001**

**Information document : World Heritage Thematic Expert meeting on Vineyard
Cultural Landscapes, Tokai, Hungary, 11 to 14 July 2001**

The Committee may wish to take note of the synthesis report of the World Heritage Thematic Expert meeting on Vineyard Cultural Landscapes, Tokai, Hungary, 11 to 14 July 2001 and the conclusions and recommendations contained in the document. The recommendations are addressed to the Committee, the States Parties, site managers and to the advisory bodies to the Convention.

The meeting specifically proposed a 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.

The World Heritage Thematic Expert meeting on Vineyard Cultural Landscapes, Tokai, Hungary, 11 to 14 July 2001, was organized by the Hungarian authorities in co-operation with the UNESCO World Heritage Centre. It 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. Representatives of ICOMOS, IUCN and the UNESCO World Heritage Centre also participated. The list of participants is included in Annex I and the programme of the meeting in Annex II.

On behalf of the organizing Committee *Mr. Nemeth Ferenc* opened the meeting and thanked all the participants for having come to Hungary and to Tokai. He presented the organization team and the work of the Hungarian World Heritage Committee. He also invited the participants to visit the exhibition on the six Hungarian World Heritage, the four nominated areas and nine sites included on the national tentative list.

The Mayor of Tokai, *Mr. Majer Janos*, in welcoming the experts to the Tokai cultural landscape, explained the choice of the meeting place, as Tokai has been nominated for the World Heritage List. He highlighted the transformation of Tokai into a genuine wine region and the very special wine produced here. Tokai is the first wine region in the world defined by a royal decree.

On behalf of the Ministry for the Environment, *Mr. Janos Tardy* informed the participants of the Hungarian approach to World Heritage and the diversity of sites included on the World Heritage List, from the City of Budapest, to the Karst of Aggtelek and the cultural landscape of Hortobagy National Park. He announced that Hungary will be hosting the twenty-sixth session of the World Heritage Committee during the 30th anniversary of the Convention. He wished the experts a successful meeting.

Ms. Mechtild Rössler, UNESCO World Heritage Centre, in thanking the host country for the generous support for the meeting, conveyed greetings on behalf of the Director General of UNESCO and the Director of the World Heritage Centre. She drew the attention of the participants to the objectives of the meeting, mainly a review of the situation with regard to vineyard cultural landscapes for the World Heritage List, and the networking and exchange of experience between the experts and representatives of vineyard sites present.

Mr. Fejerdy Tamas (President of ICOMOS Hungary), chaired the meeting. In opening the working session he invited the participants to present their case studies and reflections.

Ms. Mechtild Rössler (UNESCO World Heritage Centre) provided an overview of the concept and implementation of the World Heritage cultural landscape categories since 1992 and stated that the meeting is another step towards identifying outstanding cultural landscapes for the World Heritage List. Concerning vineyards she illustrated a number of issues with slides, including the long history of human presence in wine growing regions, the specific natural conditions (geomorphology, soil and climate), the links between tangible and intangible elements characteristic of this type of agricultural landscape.

Mr. Henry Cleere (ICOMOS) highlighted the history of the systematic Global Studies carried out by ICOMOS and the global strategy since 1994. The analysis of staple crops (maize, wheat etc.), economic crops (tea, coffee, tobacco etc.) and of stock grazing on a global scale would be useful. He underlined the global scope of the Convention and that wine is produced

not only in Europe, but in North and South America, South Africa as well as Australia and New Zealand. A global study would need to look into the geographical distribution, and taking into account different parameters and criteria for the evaluation of the diverse heritage of vineyard cultural landscapes. He suggested that a working group be established to review the framework of reference.

Ms. Olivia Pasini (IUCN) informed the participants of IUCN's role in cultural landscape evaluations and the main reasons why IUCN considers this an important issue: mainly for the conservation of (agricultural) biodiversity, for the preservation of species under threat and as there was an inseparable evolution of natural and cultural heritage in the rural landscapes of Europe. She highlighted that stakeholder participation and sharing of benefits are crucial for the sustainability of cultural landscapes. Concerning future directions, better guidance for a typology, effective management and communication of the landscape concept would be needed.

Mr. Adras Nagymarosy explained the geological structure and natural history of the Tokai region, which is a part of the inner-karpathian mountain chain. The volcanic origins date back 15 to 3 million years. The volcanic soil of the area is a basis for the vine production. It was also believed that the wine stocks lead directly to gold mines in the rocks. The exploration of the Tokai mountains began with Josef Strabo in 1867 who wrote a comprehensive book in four languages published by the viticultural society of Tokai.

Mr. István Zelenák appraised the history of Tokai, highlighting the role of the immigrants from the northern part of the black sea, people who moved in the steppes landscapes and who had pasture wine growing experiences. They used single posts along rivers to cultivate the grapes and harvest them. This tradition can still be seen in the fruit tree cultivation along the Tzarta River. From the 11 to the 13th century wine growers from the West moved into the area, followed by a period of battles due to the Turkish expansion. The Tokai statutes were based on customary law and became in 1638 national law. Tokai became one of the first closed wine region of the world through the 1737 declaration of Charles III, which means the area is a protected landscape for the last 800 years. It also established the same standards for the wine production, barrels, and trading.

Mr Zsolt Máté and *Mr. Ákos Frankó* presented the main characteristics of the Tokai nomination compiled in a Geographical Information System (GIS), in particular: the geographical situation between mountains and plains, the favourable climatic conditions of the southern slopes, the geological richness and diversity of soils, the ancient grapes of *vitis tokayensis*, the 1000 year old viticulture, and the rich traditional heritage (the “underground paradise” of the limestone cellars) and culture (medieval settlements, different religions, harvest rituals etc.).

Ms. Mariolina Besio presented the cultural landscape of Cinque Terre inscribed on the World Heritage List in 1997 as “Portovenere, Cinque Terre, and the Islands (Palmaria, Tino and Tinetto). She pointed out that it is the people who live there are the main actors to conserve the landscape and that for an overall vision for landscape conservation and development one needs to consider both the external (e.g. outside experts) and internal visions (e.g. local communities). The main tools for landscape and vineyard terraces conservation at Cinque Terre are: an urban/rural recovery plan and territorial development plan; an uncultivated land programme and the integrated local transport ticket (fund are used for the restoration programme of the terraces).

Mr. *Ádám Arnóth* illustrated with slides the architectural heritage and treasures of Tokai from the renaissance to today. Many architectural features are linked to the wine production, which can be seen for example at the cellar entrances.

Mr. *Luis Vicente Elias Pastor* presented the project for the Wine and Culture Route in the Mediterranean Villages of Spain, which is based on the concept that wine production is a cultural artefact and includes cultural activities such as art, folklore and rituals. The proposal for such a project was made at a conference in Rioja in 1994 and it could be enlarged for all countries around the Mediterranean.

Mr. *Yves Luginbuhl* reviewed the history and current situation some of the vineyard landscapes in France. Vine production played a prominent part in the politics of the French nation, with origins in the catholic and Bourgeois cultural traditions. The site of St. Emilion was inscribed on the World Heritage List, based on the long continuing wine production since 1199 in the same delimitation and managed by a professional group of producers of the “Jurade”. It covers 736 ha of vineyards. The name of the world-known Champagne, included on the French tentative list, is based on a textile family (1729). The quality of the production was monitored and carbonic gas introduced for the famous champagne. The region of Burgundy is known for its Pinot, Chardonnay and Gamay grapes and for its diversity of slopes and expositions. Its landscape value lies also in the small calcareous stone walls the “clos”.

Mr. *Christian Schüler-Beigang* presented the Terraced Vineyards of the Middle Rhine Valley in Germany, a nomination currently under evaluation. The nomination is not only based on the vineyard landscape but on other values of the region, including associative. In fact, the vineyard terraces have been reduced over the years which had a drastic effect to the appearance of the landscape of the Middle Rhine Valley. In 1900 2000 ha were covered with vineyards, whereas in 2000 only 500 ha existed and a realistic forecast foresees only 400ha in the future, as the production on the deep slopes is difficult and hardly accessible with machines. Efforts are under way by the environmental department to save considerable parts of the old terraces also for the survival of endangered species.

Mr. *Pierre-Marie Tricaut* (ICOMOS) presented the evaluation procedures and some theoretical considerations for vineyard landscape evaluations. In fact the nominations were all presented under different criteria, but mostly under cultural criteria (iii), (iv) or (v). The notion of a cultural tradition (iii) and land-use (v) is most relevant. Problematic is the test of authenticity as the conditions of integrity, in particular the spatial integrity would be relevant. One of the main questions during the evaluation is the past and future changes of the landscape and what evolution and development would be acceptable for a World Heritage site. Concerning the bufferzone, continuity in time and space is relevant, and certain patterns have to be preserved, but it could be also an area where new heritage elements could be elaborated.

Mr. *Fernando Bianchi de Aguiar* illustrated the World Heritage nomination of the Alto Douro Wine Region (Portugal). The first legislative framework was given in 1756, in comparison to Chianti (1716) and Tokai (1737). The Alto Douro corresponds to a geomorphologic unit characterised by its poor schistous soils and canyon-like valleys. People adapted specific viticultural and wine-making techniques and produced a high-quality wine of the “Porto” and “Douro” appellation of origin. The Douro landscape illustrates the continuous interaction of

people with their natural environment with terrace sloping techniques, selecting traditional varieties adapted to the soil and interregional climatic differences.

Ms. Maria Eduarda Ávila and her colleagues presented the case of the Vineyards of Pico Island of the Azores, an island located in a complex tectonic zone of active volcanism. The special climatic conditions are due to the high humidity and constant temperature of 17 C. The site is unique due to the volcanic soils and the volcanic stone walls built by the people of Pico around the vine stocks. Vine from Pico was exported to Germany, England and the Russian court, but the vineyards were abandoned after the Phylloxera crisis. In 1986 legislative measures were adopted to protect the 120 sq. km vineyard heritage of Pico and a land-use programme was developed to enhance wine production and promote the awareness and education about this rich heritage.

A number of field and cave visits as well as wine tasting took place which are indicated in the programme in Annex I and which contributed to the understanding of the wine growing and production processes at Tokai.

Throughout the meeting, very lively discussions took place. The participants welcomed the concept of routes and itineraries, but questioned the size and boundaries of a potential wine itinerary World Heritage site, its legal protection and management. Some of the discussion focussed on the question whether a GIS system could be used and adapted for all cultural landscapes, which would be a useful tool for World Heritage monitoring and periodic reporting exercises. It could be an effective protection tool also for an analysis of the soil consistency, water drainage and soil erosion. The participants also reviewed the question of the maintenance of economic activities and changes through tourism, introduction of new technologies and production methods. The exchange and sharing of knowledge from one generation to another, through schools (*école de viticulture de Beaune*), but also from one region to another was highlighted. The participants pointed out the wider context of wine areas, and geological, geomorphological and other natural units and the links between forests and the wine culture, in particular with the oak barrels production. A long-time planning is required both for the wine growing and its by-products. The starting point for the quality is the delimitation of the area, which leads to the “*appellation d’origine (AdO)*”. This is a part of cultural practices related to the social structure and cultural history of the regions.

In closing the session, *Ms. Mechtild Rössler*, on behalf of UNESCO thanked all participants for their substantial contributions, which also furnish the Global Study proposed by ICOMOS. She informed the participants that the report will be presented to the twenty-fifth session of the World Heritage Committee and that a publication of the proceedings would be beneficial for other regions of the world. She expressed her gratitude for the hospitality of the Hungarian authorities and the Mayor and the people of Tokai.

On behalf of the organising Committee and the national authorities, *Mr. Ferenc Nemeth*, thanked all participants for having come to Tokai and having visited this World Heritage nomination. He invited all to come to the World Heritage Committee session in Hungary in 2002. He wished all a safe journey home.

The president of the expert meeting, *Mr. Fejerdy Tamas*, expressed his thanks for the constructive debates and for the very productive atmosphere, rarely seen. He thanked all for having adopted the recommendations and closed the meeting.

Recommendations of the World Heritage Thematic Expert Meeting on Vineyard Cultural Landscapes, Tokai, Hungary, 11 to 14 July 2001

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*. 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
 - 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.

**Programme of the World Heritage Expert Meeting on Vineyard Cultural Landscapes
(11-14 July 2001, Tokaj, Hungary)**

July 11, Wednesday

Date	Event	Participants	Location
<u>Afternoon</u>	Arrival and registration	All participants	Tokaj, Hotel Millennium
18.00	<i>Opening of the Meeting</i> Press Conference	Dr. Mechtild Rössler UNESCO WHC Dr. János Tardy János Májer Mayor of Tokaj	Hotel Millennium, Room Panorama
19.00	Dinner, get-together	All participants	Tokaj, Rákóczi Pince

July 12, Thursday

09.00- 9.20	<i>Cultural Landscapes: Concept and Implementation</i>	Dr. Mechtild Rössler UNESCO WHC	Auditorium
09.20-09.40.	<i>The Global Study of World Heritage Vineyards</i>	Henry Cleere, ICOMOS	
09.40-10.00	Questions-answers	Tamás Fejérdy President of the Hungarian ICOMOS and Mechtild Rossler	
10.00-10.20	<i>IUCN's Role and Cultural Landscapes</i>	Olivia Pasini IUCN	
10.20-10.40	<i>Evaluation of World Heritage Vineyard Landscapes</i>	Pierre-Marie Tricaud, ICOMOS	
10.40-11.00	<i>Reflections/ discussion</i>	Tamás Fejérdy and Mechtild Rössler	
11.00-11.40	Coffee Break		
11.40-12.00	<i>Geological Structure and Natural Treasures of Tokaj-Hegyalja</i>	Prof. András Nagymarosy, ELTE University, Hungary	
12.00-12.20	<i>Natural and Historical Values of Tokaj-Hegyalja</i>	István Zelenák, teacher of history, Hungary	
12.20-12.40	<i>Tokaj GIS Presentation</i>	Dr. Zsolt Máté and Ákos Frankó	

12.40-13.00	Reflections/ discussion	Tamás Fejérdy and Mechtild Rössler	
13.00-14.30	Buffet Lunch		
14.30-14.50	<i>The conservation of built landscapes and the maintenance of a collective architecture: Cinque Terre</i>	Mariolina Besio Italy	
14.50-15.10	<i>Architectural Treasures of Tokaj- Hegyalja</i>	Mr. Ádám Arnóth, Director of Monument Supervision Admin.	
15.10-15.30	Reflections/discussion	Dr. Tamás Fejérdy and Mechtild Rössler	
16.00-18.00	Site Visit to Tolesva, Tokaj Oremus Kft.	Mr. András Baesó General Director	Tolesva, Bajcsy Zsilinszky út 45.
19.00	Dinner		Tolcsva, Óskaján Restaurant

13 July Friday

Date	Event	Participants	Location
09.00-09.20	<i>The Wine and Culture Route in the Mediterranean Villages of Spain</i>	D.Luis Vicente Elias Pastor anthropologist, Spain	Auditorium
09.20-09.40	<i>Landscapes of vines in France</i>	Prof. Yves Luginbuhl, France	
09.40-10.00	Reflections, discussion	Tamás Fejérdy and Mechtild Rössler	
10.00 –10.40	<i>Discussion of the First Draft of the Recommendations of World Heritage Vineyard Landscapes Meeting</i>	All participants	
10.40 -11.00	Reflections / discussion	Dr. Tamás Fejérdy and Mechtild Rössler	
11.00-11.40	Coffee Break		
11.40-12.00	<i>Terraced Vineyards in the Middle Rhine Valley</i>	Dr. Christian Schüler-Beigang, Germany	
12.00-12.20	<i>The Alto Douro Wine Region</i>	Prof. Fernando Bianchi de Aguiar, Portugal	
12.20-12.40	<i>The Vineyards of Pico Island, Azores</i>	Maria Eduarda Ávila, Portugal	

12.40-13.00	Reflections / discussions	Dr. Tamás Fejérdy and Mechtild Rössler	
13.00-14.30	Buffet Lunch		
14.30-14.50	<i>Introduction of Disznókő vinery</i>	Mészáros László, CEO, Disznókő, Hungary	
14.50-15.30.	<i>Short site-visit to the Disznókő vinery</i>	Mr. László Mészáros, CEO Disznókő Rt. Hungary	
16.00-18.00	Site visit to Tarcál	Szepey István Estate Director, Hungary	
19.00-	Dinner	All participants	Sárospatak, Renaissance dinner

July 14, Saturday

Date	Event	Participants	Location
08.15-09.00	<i>Architectural Presentation of Tokaj</i>	Bodonyi Csaba Chief Architect of Tokaj	Tokaj
09.00-9.10	<i>The Wachau cultural landscape</i>	Emerich Knoll	Hotel Millennium, Room Panorama
09.10-09.30	Assessment of the Meeting and adoption of the final recommendations	Mechtild Rössler and Tamás Fejérdy	
09.30-10.00	Closing of the Conference	János Májer Mayor of Tokaj	

Annex II

List of participants of the Regional Thematic Expert Meeting on Vineyard Cultural Landscapes (Tokaj, Hungary, 11-14 July 2001)

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