People and Place: Living with Heritage

Prof Richard Mackay, AM

EXPERTS WORKSHOP

First OWHC Asia-Pacific Regional Meeting of World Heritage Cities

Gyeongju, 24 September 2014
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MAYORS MEETING

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State Parties to the World Heritage Convention have the responsibility to adopt general policies to... give the heritage a function in the life of the community
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Communities and World Heritage

- Respect for culture and traditions
- Disruption and impacts
- Facilitating residential use
- Economic benefits for local people
- Involvement in management
- Intellectual cultural property
Indigenous peoples must be recognized as rights-holders and not merely stakeholders in any decisions affecting them, in accordance with their distinct status and rights under international law and in particular, their right of self-determination.

(International Work Group for Indigenous Affairs Copenhagen September 2012)
The heritage of indigenous peoples is comprised of all objects, sites and knowledge, the nature or use of which has been transmitted from generation to generation, and which is regarded as pertaining to a particular people or territory. The heritage of an indigenous people also includes objects, knowledge and literary or artistic works which may be created in future based on its heritage. (United Nations Commission on Human Rights 1995).
Economic value of cultural heritage

A logical next step from recognising the cultural value of intangible heritage is to recognise the economic value of cultural heritage as intellectual property.

"...widespread unfair exploitation of the cultural heritage <.....> for commercial and business interests." (WIPO-UNESCO 1999: article 2).
Benefits derived from well-protected cultural and natural heritage properties should be equally distributed to communities to foster their sustainable development

(40th Anniversary of the World Heritage Convention in 2012)
People-centred conservation of the world’s cultural and natural heritage is an opportunity to provide critical learning models for the pursuit of sustainable development and for ensuring a harmonious relationship between communities and their environment.
Indigenous heritage in Australia

- People-centred conservation?
- Who are the culture keepers?
- Who benefits?
- What is the social impact?
Uluru Kata Tjuta National Park

- 132,000 hectares in the arid centre of Australia
- Uluru (Ayers Rock) and Kata Tjuta (The Olgas)
- Declared in 1977–joint management since 1985
- 1994 re-nomination for cultural values
Perceptions and values
Tjukurpa

- Uluru-Kata Tjuta is a cultural landscape of the Anangu people
- Traditional beliefs and practices – known as Tjukurpa (Aboriginal Law)
- Framework for land management and use
- *Tjukurpa encompasses* the place itself (which embodies ancestor created beings), historic and contemporary events, living traditions, ideas and beliefs
Role in management

- Anangu participate actively in the management
- They decide what stories and messages are communicated to visitors.
- Particular requirements are placed on sacred sites or places with gender restrictions
Anangu participate actively in presenting Aboriginal culture

Anangu determine content of interpretation and information

Anangu enjoy employment for sharing their heritage
Cultural awareness

- Climbing Uluru
- Not prohibited

BUT

- The message to tourists is:

"we do not climb"
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Commercial activity – Aboriginal art
Australia is Australia's largest national park – nearly 2 million ha

Half of Kakadu is owned by Indigenous traditional owners

Recognised and managed as an Aboriginal cultural landscape
Kakadu has been included on the World Heritage List for both natural and cultural values, through a staged nomination process between 1979 and 1991.
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- Tourism is a major issue for park management and traditional owners
- A substantial increase in visitor numbers over recent years
- Constant demand for increased access
Aboriginal tourism business

- Aboriginal tourism businesses are gradually being developed in Kakadu National Park
- Kakadu Tourism is an indigenous-owned enterprise:
  - guided wetland cruises
  - four-wheel drive tours
  - cultural experiences
  - accommodation
- focused on the scenic Yellow Waters precinct

www.gml.com.au
People-centred conservation

- Heritage management in Kakadu is not yet ‘people-centred’
- Strong recognition of the rights of traditional owners to determine the way in which the place is managed
- Increasing examples of involvement of Aboriginal people
- Benefits flowing from the use of their place and their culture in Australia's tourism industry
Greater Blue Mountains

- Inscribed on the World Heritage List in 2000
- More than a million hectares, surrounding Sydney, comprising eight separate reserves
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- Outstanding examples of ecological and biological processes
- Nominated to the World Heritage List for natural AND cultural values – but ONLY listed for natural values
- Cultural values are being re-assessed
As Aboriginal people our identity is inseparable from our Country. We are the people of that Country. It holds our stories, provides food and medicine to our bodies and spirit and it has been home to our people for all recorded history, as it has been home to our ancestors for tens of thousands of years. Chris Tobin, a Darug Man
Re-establishing connection to Country

- The Gully 1957 and 2002
- Focal point for celebration
- Living Country Culture Camp 2011

To my family, it’s all about not losing any more of our past history and to look after what is still our there in our Traditional Lands.
Living Country Culture Camps

Connection between the six language groups and with the wider community
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The Rocks, Sydney

- Historic precinct on the shore of Sydney Harbour:
  - Past and present
  - Human and monumental scale
  - Traditional and modern materials
  - Living community
  - Tourist attraction
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The Rocks, Sydney

- Within the buffer zone of the Sydney Opera House
- Saved from destruction by resident action
Vision: real history in a living community

- Tangible history
- Enjoyable experiences
- A local resident community
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Heritage management

- ‘Values-based’ decisions
- International standards (eg: ICAHM)
- Conserving tangible and intangible
- Cautious approach to change
- Skills and knowledge management
- Resource allocation
- Inclusion and consultation
- Interpretation
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Residential amenity – opals or vegetables?
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Threats to community
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Facilitating commercial activity
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Positive visitor experiences
Angkor, Cambodia
Angkor World Heritage 1992

- Angkor represents a unique artistic realisation, a chef d’oeuvre of the human mind
- It has exerted strong influence on the development of architecture, monumental arts and the organisation of space, during a given period, in a particular cultural region
- It gives unique testimony of a past civilisation
- It offers a remarkable example of a type of construction or architectural group, illustrating an important historical period
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a past civilization?
Angkor Tourism Management Plan

Values
Issues
Policies

Positive Visitor Experience
Reduced Site Impacts
Partnership with Industry
Benefits for Local People
Governance
Stakeholder Engagement

Major Initiatives
Priority Areas
Positive Visitor Experiences

- Diversified experiences and attractions
- Market segments and ‘targeted’ experiences
- Greater income yield per visitor
- Better information – before the visit
- Monitoring visitor satisfaction
Reduced site impacts

- Carrying capacity assessment
- Integrated temple management
- Improved visitor behaviour
- Management of visitor flows
- Common core briefing for all visitors
Industry partnership

- Improved information flow
- Industry liaison officers
- Clear rules and regulation
- Improved industry standards
- Greater collaboration and joint programs
- Better facilities and infrastructure
Benefits for local people

- recognising the sacred, lived-in landscape
- supporting local products
- connecting tourists with local businesses
- ensuring community involvement
- facilitating cultural practices
- respect from visitors
Governance

- Government commitment
- Funding – both internal and external
- Environmental management
- Effective regulations – which are enforced
- Capacity building through staff training
Stakeholder engagement

- Stakeholders – internal and external
- Co-ordination of participation
- Communication and consultation
- Regular meetings and forums
- Web site and E-news
A people-centred tourism project at Angkor
Baray Reach Dak community tour

- APSARA National Authority
- Participatory planning
- ‘Stepping Stones for Tourism’
- Combines:
  - community needs
  - local tourism product development
  - heritage conservation
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Forest and lake
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Tour 3:

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Tour 3 is a special evening tour which includes a 20 minute boat ride on the baray from the Tour Welcome Centre at Preah Khan. You can enjoy the nature of the Baray with our local guide. The Baray is very pretty at this time of day. Tour 3 is available between 4.00pm and 5.30pm.

**Time Taken: approximately 20 minutes**

**Information:**
- The tour takes place on and around the Jayatataka which is known locally as Baray Reach Dak.
- All tours commence from our Tour Welcome Centres located at Preah Khan or Krung Kroeh (Ta Som).
- All tours include local guide and boat driver.
- Life jackets and sun umbrellas will be provided on the boats.
- 1-3 people per boat. For four guests we recommend you book two boats.
- A 'child' is considered to be under 12 years of age.
- Children under 12 years must be accompanied by an adult and must wear a lifejacket while in a boat.
- Tours operate from 6.00 am - 5.30 pm.

**Community Benefits**

All the money raised from your tour goes to the local community from Phlong and Leang Dai.

- 39% Community development fund can be used in many ways to benefit local families such as for the local school or paying for English classes for villagers.
- This social enterprise also provides an opportunity for people from our community to engage with visitors from all over the world.
- Through these interactions we are developing a wide range of skills such as language, accounting, guiding and marketing.

Thank you for your support!

**Community Tour for Baray Reach Dak**

A unique experience in nature at Jayatataka, Angkor Park

tel: 097 9501 423
Whose values? Whose heritage

Outstanding heritage places are rightly seen as valuable to all humanity, but they should also be recognised as having particular values for those people for whom they are ‘home’.
People-centred conservation

- Cultural heritage can deliver substantial economic value to the tourism sector
- In World Heritage places tourism should also engage with the rights of local people
- People-centred conservation means local people participate in decision-making and derive benefits from the commercial use of their culture
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People-centred conservation
= sustainable heritage