



Management Plan Wachau World Heritage

Commissioned by the Verein Welterbegemeinden Wachau association in cooperation with

the municipalities of: Marktgemeinde Aggsbach, Gemeinde Bergern im Dunkelsteinerwald, Marktgemeinde Dunkelsteinerwald, Stadtgemeinde Dürnstein, Marktgemeinde Emmersdorf an der Donau, Marktgemeinde Furth bei Göttweig, Stadtgemeinde Krems an der Donau, Marktgemeinde Maria Laach am Jauerling, Stadtgemeinde Mautern an der Donau, Stadtgemeinde Melk, Marktgemeinde Mühlendorf, Marktgemeinde Rossatz-Arnsdorf, Marktgemeinde Schönbühel-Aggsbach, Marktgemeinde Spitz, Marktgemeinde Weißenkirchen in der Wachau; the abbeys of Göttweig, Melk and Abbey; the Office of the Lower Austrian Provincial Government; and the Austrian Federal Chancellery



United Nations
Educational, Scientific and
Cultural Organization



• **Wachau**
• World Heritage Site
• since 2000

Wachau World Heritage Management Plan

Legal notice

Responsible for contents:

Verein Welterbegemeinden Wachau,
Schlossgasse 3, 3620 Spitz, Austria

Chairman:

Dr Andreas Nunzer

Managing Director:

Michael Schimek

Plan preparation:

stadtland, Kirchengasse 19/12, 1070 Vienna, Austria

Sibylla Zech

Herbert Bork

Stefan Klingler

Stefan Müllechner

Consultants:

Prof. Monika Kil

Danube University Krems,

Department of Research in Continued Education and Education Management

Prof. Kurt R. Luger

Salzburg University, UNESCO Chair for Cultural Heritage and Tourism

Prof. Verena Madner

Vienna University of Economics and Business, Research Institute for Urban Management
and Governance

Project management:

Michael Schimek

Editing:

Claudia Mazanek

With kind support from

the Austrian Federal Chancellery and

the Office of the Lower Austrian Provincial Government, Department of Art and
Culture

BUNDESKANZLERAMT  ÖSTERREICH



Vienna, Spitz 2017



Fig. 1 View from the Dürnstein Castle ruins towards Unterloiben

Contents

Foreword

The Management Plan

1. Objectives, legal status and preparation of the Management Plan | 14
 - 1.1. Objectives of the management plan | 14
 - 1.2. The legal status of the Management Plan | 14
 - 1.3. Preparation of the management plan | 15
-

The Value of the Wachau World Heritage | 21

2. Location and boundaries of the World Heritage | 22
 - 2.1. Location and responsible municipal governments | 22
 - 2.2. Evaluation of the boundaries | 23
 - 2.3. Description of the boundaries of the core zone | 27
 - 2.4. Description of the boundaries of the buffer zone | 27
 3. The outstanding significance of the Wachau World Heritage | 28
 - 3.1. Retrospective Statement of the Outstanding Universal Value of the Wachau Cultural Landscape | 28
-

The Future of the Wachau World Heritage | 47

4. Basis of planning and action | 48
 - 4.1. Legal safeguards of the Wachau World Heritage | 48
 - 4.1.1. International conventions and charters as implemented through the Federal Law Gazette of the Republic of Austria | 48
 - 4.1.2. International certifications and framework strategies | 50
 - 4.1.3. Federal acts and strategies | 50
 - 4.1.4. Province of Lower Austria | 52
 - 4.1.5. Municipalities | 54
 - 4.2. Regional initiatives, strategies and activities | 55
 - 4.2.1. Main regional initiatives and institutions | 55
 - 4.2.2. Important regional strategies and initiatives since 2000 | 62
5. Potential risks and perspectives | 69
 - 5.1. Population growth | 69
 - 5.2. Pressure to use and develop land | 69
 - 5.3. Environmental impact, climate change and natural disasters | 70
 - 5.4. Securing funding | 71
 - 5.5. Further challenges | 71
6. Guidelines for the Wachau World Heritage | 72
 - 6.1. Preserving and maintaining the World Heritage | 72
 - 6.2. Protecting the World Heritage ‘through use’ | 73
 - 6.3. My World Heritage: learning to appreciate values | 73
7. Action areas | 75
 - 7.1. Nature and landscape conservation | 77
 - 7.1.1. Current situation and principles | 77
 - 7.1.2. Main objectives | 78

7.1.3. Subordinate objectives	78
7.1.4. Suitable measures	79
7.1.5. Stakeholders active in the action area	80
7.2. Townscapes, building culture, sustainable settlement forms	 83
7.2.1. Current situation and principles	83
7.2.2. Main objectives	84
7.2.3. Subordinate objectives	84
7.2.4. Suitable measures	85
7.2.5. Stakeholders active in the action area	86
7.3. Agriculture and forestry, cultivating and caring for the cultural landscape	 89
7.3.1. Current situation and principles	89
7.3.2. Main objectives	90
7.3.3. Subordinate objectives	90
7.3.4. Suitable measures	91
7.3.5. Stakeholders active in the action area	93
7.4. Tourism within the World Heritage	 95
7.4.1. Current situation and principles	95
7.4.2. Main objectives	96
7.4.3. Subordinate objectives	96
7.4.4. Suitable measures	97
7.4.5. Stakeholders active in the action area	98
7.5. Art and culture, trades and crafts, science and research	 101
7.5.1. Current situation and principles	101
7.5.2. Main objectives	102
7.5.3. Subordinate objectives	102
7.5.4. Suitable measures	103
7.5.5. Stakeholders active in the action area	104
7.6. Coexistence, identity, awareness, communication	 107
7.6.1. Current situation and principles	107
7.6.2. Main objectives	108
7.6.3. Subordinate objectives	108
7.6.4. Suitable measures	109
7.6.5. Stakeholders active in the action area	110
8. Administration of the World Heritage	 113
8.1. Responsible bodies and organisations	113
8.2. Management structures and advisory bodies in the Wachau World Heritage	114
8.2.1. Verein Welterbegemeinden Wachau association	115
8.2.2. Arbeitskreis Wachau Dunkelsteinerwald Regionalentwicklungs GmbH	115
8.2.3. World Heritage management	116
8.2.4. World Heritage advisory board	116
8.2.5. Management network	117
8.2.6. World Heritage <i>Jour fixe</i>	118
8.2.7. Wachauforum	118
8.3. Funding	 118

9. Quality assurance, monitoring and reporting	 121
9.1. Method and elements of quality assurance	 121
9.1.1. Method	121
9.1.2. Elements of quality assurance	121
9.2. Preventive monitoring and progress checking	 123
9.2.1. Continuous observation of the Wachau World Heritage	123
9.2.2. Monitoring progress of projects and measures, meeting objectives	127
9.2.3. Periodic reporting to UNESCO (through the Federal Chancellery)	128
9.2.4. Documentation and communication of monitoring results	128
9.3. Reactive control measures	 128
9.3.1. Processes in the case of conflict	128
9.3.2. Information on the state of conservation	129

Annex | 131

Contact Information	133
Bibliography	134
Image Credits	136
Tables	136



Introduction

Foreword

The Management Plan:
Objectives, status and preparation

Foreword

Since 2000, the Wachau has been a World Heritage Site as recognised by UNESCO. It was with great satisfaction and pride that we learned of the decision by the United Nations and its subsidiary organisation for education, science and culture to confirm, after thorough examination, the Wachau as a cultural landscape with outstanding and universal value. From the very outset, many were aware of the challenge involved in the need to protect the Wachau and to safeguard its uniqueness accordingly. The Arbeitskreis Wachau working group in particular has made an outstanding contribution towards preserving the Wachau. At the same time, a programme of further development in keeping with the World Heritage status was put into action, in which the province of Lower Austria has been able to prove itself a reliable partner. Specifically, together with the region, the provincial government has planned and implemented numerous projects such as those within the framework of Wachau 2010plus.

The Wachau was recognised by UNESCO as a ‘continuing

The Wachau has been classified by UNESCO as a ‘continuing landscape’. This results in the right and the duty of the community to preserve this World Heritage through continued sustainable development at an appropriate level.

The notion of a ‘continuing landscape’ also implies that the preservation of the essential elements constituting the Wachau World Heritage site depends on these elements being associated with a use. Consequently, this Management Plan as the result of two years of intensive effort contains a strategy for both protecting and developing the region.

Viewed in its historical context, this Plan represents a milestone in our valley’s history: 17 years after its inscription on the UNESCO World Heritage List, it provides a new, solid basis for supporting cooperation among the Wachau municipalities. The municipalities of the Wachau have been authorised through a democratic process to represent the people living here. They have the task of preserving and caring for the Wachau region as a

landscape’, thus providing the basis for moderate continued development of the site at the time its World Heritage status was awarded. As part of this development, consideration obviously needs to be given to the uniqueness of the cultural landscape, as well as to its authenticity and integrity. Thus the arguments brought forth in certain discussions for conserving the appearance as a museum exhibit were never really given serious thought.

Appropriately developing this valuable cultural property while simultaneously protecting it requires planning with foresight of the kind ensured by this Management Plan. This also entails responding to overall changes in society. By considering the various sectors of society as well as its interrelationships, institutions and their forms of cooperation, the Management Plan is a fundamental document for tackling the many and various challenges facing the region.

With the foundation having thus been laid, we wish the Wachau World Heritage and all those responsible for it the best of success in pursuing the path towards a prosperous future!

Dr Erwin Pröll

Provincial Governor

Johanna Mikl-Leitner

Deputy Provincial Governor

natural, social and economic habitat for the generations to follow, and of further developing the region in line with its status as a ‘continuing landscape’.

We are very aware both of our responsibility for the Wachau Cultural Landscape and of the trust its people have placed in us. It is not taken for granted that management of a World Heritage region will be entrusted to the region’s municipalities – and thus to the local community. The underlying reason for this may well be found in our highly successful collaboration on projects and in the cohesion among the region’s municipalities.

My thanks extend therefore to the individuals in the federal government and the government of Lower Austria who are responsible for making this step possible. My thanks also go to all those who have contributed to this plan, especially the Wachau office under the leadership of Michael Schimek.

Mayor Dr Andreas Nunzer

Chairman of Verein Welterbegemeinden Wachau



Fig. 2 Section of the valley near Oberarnsdorf



Management Plan

A jewel among the world's cultural landscapes, the Wachau is to be preserved in its uniqueness for generations to come. In line with this goal, responsible institutions at national, regional and local levels along with civil society representatives have prepared a Management Plan.

The development of the World Heritage is closely tied to regional development. A comprehensive approach has accordingly been chosen to ensure that in future the Wachau Region is developed in harmony with the goal of protecting the World Heritage.

Achieving the goals set in the Management Plan consequently depends not only on the efforts of the World Heritage management but also on continued constructive cooperation within existing structures, which are already closely knit in many cases.

1. Objectives, legal status and preparation of the Management Plan

1.1. Objectives of the management plan

In line with the requirements of the World Heritage Convention, the Management Plan incorporates the objectives and measures to ensure preservation of the Outstanding Universal Value, the authenticity and the integrity of the World Heritage property in question. In the case of continuing landscapes, to which cultural landscapes belong, Paragraph 89 of the Operational Guidelines for the Implementation of the World Heritage Convention specifies: "Relationships and dynamic functions present in cultural landscapes [...] and which are essential to their distinctive character should also be maintained."

Where a living cultural landscape is situated in a World Heritage area having a population of 27,000 as well as about 2 million visitors each year, it is quite obvious that protecting the authenticity and integrity of that World Heritage property will depend on the behaviour of those people. Residents and visitors interact continuously with the landscape, using it as a basis for generating income or as a place of recreation, and investing in it. The Management Plan accordingly defines appropriate degrees of freedom to allow the generations of today and tomorrow to shape and evolve their patterns of living in line with the principles of sustainable development, thereby maintaining this special landscape as an area worth living in and similarly worth protecting.

The plan is thus an integrated plan of action: referring to existing acts of law, legally binding regulations passed by the federal, provincial and municipal governments as well as to planning at local and regional levels, the Management Plan identifies the tools and measures needed to help protect and develop the Wachau World Heritage. What is more, it supports the Strategic Objectives of the World Heritage Committee, namely Credibility, Conservation, Capacity-building, Communication and Communities (referred to as the five 'Cs').

The main objectives of the Management Plan:

- to define, based on a holistic and sustainable approach, goals and measures to safeguard and develop the World Heritage;
- to provide a document serving as the basis to allow the Wachau municipalities, the regional and national authorities and civil society to verify, on an ongoing basis, the implementation of the objectives of the

World Heritage Convention;

- to document rules for managing the World Heritage, for the organisation of World Heritage management and for cooperative quality assurance;
- to raise the general public's awareness of and interest in World Heritage.

In terms of the associated challenges for the local population and for visitors, the plan must achieve the following:

- allow the residents of the Wachau to live and work in their region of origin and maintain a sense of pride in their landscape;
- allow visitors to experience the landscape while exercising the utmost care in using the essential features of the landscape;
- provide residents and visitors with the opportunity to choose qualitative growth over quantitative growth;
- allow protection of the landscape to be viewed as a component of its continued development.

1.2. The legal status of the Management Plan

The Convention Concerning the Protection of the World Cultural and Natural Heritage was established in 1972 by the UNESCO General Conference in order to identify natural and cultural heritage and to include this heritage in a List of World Heritage which is of outstanding interest and value to all of humanity.

By signing the Convention, the Republic of Austria has undertaken to protect and to preserve those properties situated within its territory, which are inscribed on the World Heritage List. Within Austrian legislation, regulations relating to World Heritage have been defined in the Convention Concerning the Protection of the World Cultural and Natural Heritage Including Austria's Declaration (*Übereinkommen zum Schutz des Kultur- und Naturerbes der Welt samt österreichischer Erklärung*; Federal Law Gazette 60/1993).

Department II/4 (Monument Protection and Art Restitution Affairs) of the Austrian Federal Chancellery is responsible for implementing and monitoring the UNESCO World Heritage Convention. It receives support

in this role from the Department of Art and Culture of the Office of the Lower Austrian Provincial Government. The World Heritage properties in Austria are coordinated by the Austrian UNESCO Commission. In the case of the Wachau, which is listed as a cultural landscape belonging to World Heritage, a key role in providing expert guidance is played by the International Council on Monuments and Sites (ICOMOS), which is an association of experts specialised in the protection of cultural property.

At the 24th Session of the UNESCO World Heritage Committee in Cairns, Australia on 30 November 2000, in response to the application by the Republic of Austria, it was decided to inscribe the Wachau Cultural Landscape, including the Abbeys of Melk and Göttweig and the Historic Centre of Krems, on the World Heritage List. The actual inscription took place later, on 2 December 2000. Since then the requirements applying to the inscription of World Heritage properties have changed considerably. Even though the Wachau was included in the World Heritage List without meeting any prerequisites, it has since become compulsory for every World Heritage property to prepare a management plan, as specified in the Operational Guidelines for the Implementation of the World Heritage Convention. This is the reason why the Wachau has taken this task upon itself.

The Management Plan is a strategic plan intended as a set of recommendations. Its contents are legally binding only through the procedures and instruments that have been laid down in acts of law and ordinances adopted at federal, provincial and municipal levels. In monitoring compliance, a role is played not only by the competent authorities, the World Heritage management, ICOMOS and UNESCO, but also and especially by the general public specifically through democratic decision-making and community involvement. For this reason it is imperative that as many people as possible become aware of the value of the World Heritage and are familiar with the contents of the Management Plan.

1.3. Preparation of the management plan

The Management Plan was prepared with the close involvement of those responsible in the areas of policymaking and administration, representatives of stakeholder institutions and associations in the Wachau, and of members of the population attending several events.

Groundwork laid by groups in the region served as the basis for the plan.

Milestones leading to the Wachau World Heritage Management Plan:

- Kick-off meeting at Gasthaus Reiböck, Spitz, 5 May 2015
- Mission workshop, Dürnstein Abbey, 22 June 2015
- Focus group on governance, Tischlerei, Melk, 9 September 2015
- Focus group on raising awareness, Danube University, Krems-Stein, 23 September 2015
- Action plan, first draft
- Action workshop, Danube University, Krems-Stein, 16 January 2016
- Action plan, second draft
- Consultation rounds with network partners
- Consultations to detail a comprehensive plan aimed at safeguarding the quality of building culture in the World Heritage region
- Consultations on, and detailed planning and establishment of, reliable institutions (or reorientation of existing institutions) for the management of the World Heritage property in close cooperation with the federal and provincial governments
- Presentation and consultation focused on the chapters relating to management and monitoring: Austrian UNESCO Commission (ÖUK), ÖUK offices, Vienna, 16 November 2016
- General meeting of Arbeitskreis Wachau, Heuriger Polz, Rührsdorf, 24 November 2016

Mission workshop

Dürnstein Abbey, 22 June 2015

The mission workshop provided the initial impetus for the work process leading to the Management Plan. In an interdisciplinary discussion held in a series of chaired rounds, experts on the Wachau region were invited to contribute experiences, views and suggestions towards defining a system of objectives. The event additionally served as a platform for sharing experiences and generating motivation for further involvement. The event revealed that a significant part of the objectives related to the World Heritage had already been included in previously agreed mission statements and planning documents. Those objectives were broken down in detail, supplemented in some cases and recorded along with actions corresponding to the individual areas of responsibility.

Focus group on governance

Tischlerei, Melk, 9 September 2015

A discussion was held with a small group of experts to examine ways of efficiently networking the main stakeholders to achieve synergies to help meet the common objective of preserving and developing the World Heritage. The results were included in the draft 'action plan'.

Focus group on raising awareness

Danube University, Krems-Stein, 23 September 2015

A discussion was held with a small group of experts to share possible approaches to educating and informing the public and raising public awareness of the World Heritage. The results were included in the draft 'action plan'.

First draft action plan

An initial draft of comprehensive guidelines and an 'action plan', consisting of objectives and measures classified according to action areas, was assembled based on available World Heritage documents and the insights gathered at the mission workshop and at the focus group discussions.

Action workshop

Danube University Krems, 16 January 2016

At the action workshop, the first draft action plan was structured according to the topics listed below, which were posted on a wall:

- Nature and landscape conservation – safeguarding nature and landscape values
- Townscapes, building culture, sustainable settlement forms
- Agriculture and forestry – cultivating and caring for the cultural landscape
- Sustainable tourism within the World Heritage
- Art, culture and science
- Identity, awareness, communication

Participants were given the task of examining the objectives and actions relating to the World Heritage that were posted on the wall in view of being up to date and complete and to revise them where appropriate.

Consultation rounds with network partners,

March 2016 to December 2016

The objectives and actions that had been collected based on the results of the action workshop were again discussed with the main network partners specialised in the individual topics and examined with regard to feasibility of implementation (partnerships and schedule).

Consultations to detail a comprehensive plan aimed at safeguarding the quality of building culture in the World Heritage region, April 2016 to December 2016

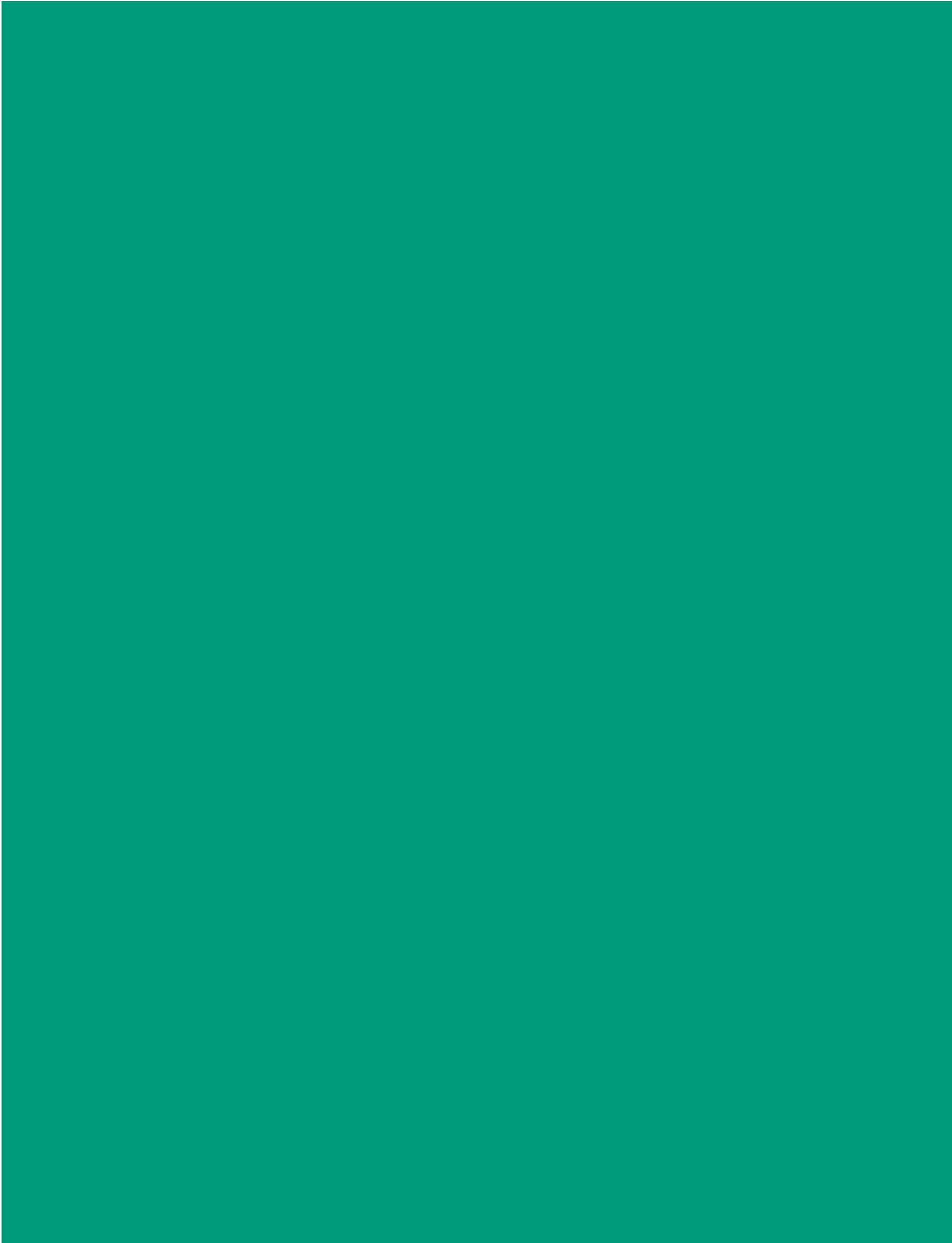
Both at the events and at public discussions, building culture revealed itself to be an issue urgently requiring a response. Special attention was consequently given to detailing and stipulating a plan for safeguarding the quality of building culture, with experts, mayors and federal and provincial representatives being involved in this activity. The plan builds on previous work contributed by regional shareholders and further develops these efforts.

Consultations on, and detailed planning and establishment of, reliable institutions (or reorientation of existing institutions) for the management of the World Heritage property in close cooperation with the federal and provincial governments, May 2016 to December 2016

Existing structures were examined in terms of their appropriateness to serve in World Heritage management in future; this was done in consideration of the experience of such management gathered by regional institutions over many years and in view of the intention expressed by both federal and provincial governments to maintain management primarily at the local and regional level. Special emphasis was put on the question of how a stable, regional partner would take care of future tasks in accordance with the interests which federal and provincial authorities have in the UNESCO World Heritage and with the corresponding responsibilities. Alongside issues relating to steering the system, detailed attention needs to be given to existing framework conditions for grants, funding and taxation.



Fig. 3, 4, 5 Impressions from the action workshop at Danube University Krems, 16 January 2016



The Value of the Wachau World Heritage

2. Location and boundaries
3. The outstanding significance
of the Wachau World Heritage



Fig. 6 View from Loibenberg towards Dürnstein



The Value of the Wachau World Heritage

Inclusion in the UNESCO World Heritage List is highly significant for the Wachau.

The inscription of the Wachau on the World Heritage List in 2000 represented a climax in the efforts of the Arbeitskreis zum Schutz der Wachau (Working Group for the Protection of the Wachau), which had been founded in 1972. Following successful action to block a planned power plant on the Danube, which would have destroyed the Danube's unique landscape (1971 to 1984), the widespread limitation of heavy vehicle traffic (1985 to 1994) and recognition by the Council of Europe with the European Diploma of Protected Areas (1975 to 1994), the awarding of World Heritage status has put the international community behind the cause of protecting the Wachau from any substantial intervention on a large scale through engineering or other projects.

In 2000 the Arbeitskreis zum Schutz der Wachau was re-established as the Arbeitskreis Wachau (Wachau Working Group). In addition to the citizens already involved, from that point on the Wachau municipalities became a decisive force for protecting the World Heritage Cultural Landscape and ensuring its sustainable development. Since 2002 more than 750 projects aligned with World Heritage status have been implemented. Funding has issued primarily from European sources and from the budget of Lower Austria.

This Management Plan will take local efforts to preserve the World Heritage Cultural Landscape to a new level.

2. Location and boundaries of the World Heritage



Fig. 7 Location of the Wachau within Austria

2.1. Location and responsible municipal governments

Country:
Austria

Regional jurisdiction:
Federal Province of Lower Austria

The Wachau Cultural Landscape encompasses a 36-km section of the River Danube in Lower Austria between the cities of Krems an der Donau and Melk. The area is located almost 70 km west of Vienna and borders on two 'quarters' or subregions of Lower Austria, with the southern part belonging to the Mostviertel subregion and the north to the Waldviertel subregion. Viewed from the geologist's perspective, the Wachau is situated on the fringe of Austria's granite and gneiss plateau. The highest elevations are the mountains known as Jauerling (960 m) and Sandl (723 m).

Tab. 1: Wachau World Heritage municipalities

Municipality	District
Marktgemeinde Aggsbach	Krems-Land
Municipality of Bergern im Dunkelsteinerwald	Krems-Land
Marktgemeinde Dunkelsteinerwald	Melk
Stadtgemeinde Dürnstein	Krems-Land
Marktgemeinde Emmersdorf an der Donau	Melk
Marktgemeinde Furth bei Göttweig	Krems-Land
Stadtgemeinde Krems an der Donau	Statutory city
Marktgemeinde Maria Laach am Jauerling	Krems-Land
Stadtgemeinde Mautern an der Donau	Krems-Land
Stadtgemeinde Melk	Melk
Marktgemeinde Mühldorf	Krems-Land
Marktgemeinde Rossatz-Arnsdorf	Krems-Land
Marktgemeinde Schönbühel-Aggsbach	Melk
Marktgemeinde Spitz	Krems-Land
Marktgemeinde Weißenkirchen in der Wachau	Krems-Land

2.2. Evaluation of the boundaries

The boundaries of the World Heritage property, as shown by the map submitted with the nomination in 1999, were evaluated at certain unclear points (on-site inspection), brought to the attention of the municipalities and compared once again with the documentation accompanying the nomination of the Wachau Cultural Landscape; as far as possible the boundaries were finally adjusted to correspond to existing boundaries as recorded on the cadastral map.

The delineation of the core zone and buffer zone was made on the basis of the Austrian digital cadastral map (DKM) and is now accurate to the level of individual lots. The limits have also been defined unequivocally for geographic information systems (coordinate reference system: WGS 84).

This has resulted in a slightly larger core zone area as compared with the nomination in 1999 (0.41 per cent larger).

The chosen delineation, accurate to the plot-level, still contains each and every cultural property worthy of protection and represents a precise and complete rendering of the verbal description of the core and buffer zones – as shown previously in the nomination. Delineation to the plot-level was particularly a concern in the case of the historic centres of Krems, Melk and Mautern. Here attention was given to relevant planning that had previously been done, examples including the ensemble protection accorded to Melk under the Monument Protection Act (*Denkmalschutzgesetz*) and Wachau zone planning in Mautern.

A detailed description of this minor modification as referred to in Paragraphs 163 and 164 of the Operational Guidelines is supplied here in the required form (Annex 11 to the Operational Guidelines).

Tab. 2: Extent (coordinates) and area of the core zone and buffer zone of the Wachau World Heritage

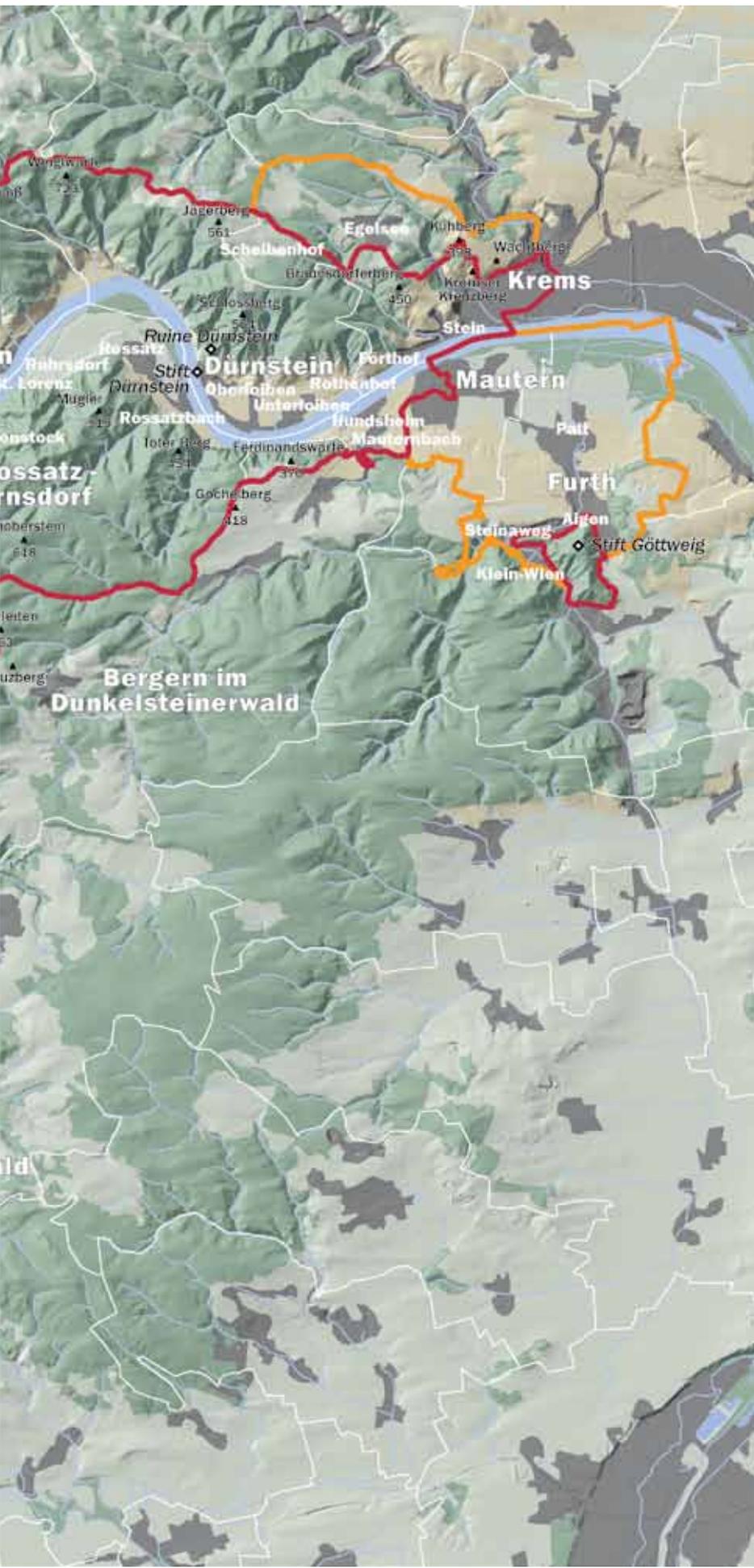
Core zone	Geographic coordinates ¹⁾	Area (ha)
Göttweig	48° 21' 26" N to 48° 22' 20" N 15° 35' 46" E to 15° 37' 19" E	134
Krems – Melk	48° 13' 27" N to 48° 25' 51" N 15° 17' 48" E to 15° 36' 30" E	18,327
Total core zone area		18,461
Nomination 1999: Core zone area		18,387
Area difference in %		0.41
Buffer zone		
Melk – Emmersdorf	48° 13' 2" N to 48° 15' 4" N 15° 16' 60" E to 15° 21' 19" E	625
Krems	48° 24' 36" N to 48° 25' 50" N 15° 31' 55" E to 15° 36' 7" E	645
Mautern – Furth	48° 21' 38" N to 48° 24' 16" N 15° 34' 8" E to 15° 38' 20" E	1,567
Total core zone area		2,837
Nomination 1999: Core zone area		2,942
Area difference in %		-3.57
Total core zone and buffer zone area		21,298
Nomination 1999: World Heritage area		21,329
Area difference in %		-0.14

¹⁾ Coordinate system: World Geodetic System 1984 (WGS 84)



Fig. 8 Location and boundaries of the World Heritage after evaluation

Source: editorial staff
Based on: Digital Cadastral Map of Austria, Corinne Landcover, Geographic Information System of the Office of the Lower Austrian Provincial Government (NÖGIS)



- Core zone
- Buffer zone
- Ma Wachau municipality
- Municipal boundary
- Mch Locality
- Elevated point
- Building monument (selection)**
- Body of water
- Developed area
- Forest or close-to-natural area
- Vineyard area
- Area of other agricultural use

Scale 1:100,000



Coordinate system: MGI GK M34 (EPSG: 31259)

Tab. 3:
Percentage of areas
of municipalities in
the core and buffer
zones of the World
Heritage site

Municipality	Area of municipality (in km ² rounded)			Percentage of area within World Heritage
	Total	Area within core zone	Area within buffer zone	
Aggsbach	13.7	13.7	0	100%
Bergern im Dunkelsteinerwald	36.7	2.9	0	8%
Dunkelsteinerwald	54.3	0.3	0	1%
Dürnstein	16.7	16.7	0	100%
Emmersdorf an der Donau	29.7	18.3	3.0	72%
Furth bei Göttweig	12.4	1.3	11.1	100%
Krems an der Donau	51.7	7.0	6.5	26%
Maria Laach am Jauerling	36.4	4.2	0	12%
Mautern an der Donau	9.1	2.2	4.7	76%
Melk	25.8	1.6	3.2	19%
Mühlendorf	28.4	6.2	0	22%
Rossatz-Arnsdorf	39.2	39.2	0	100%
Schönbühel-Aggsbach	28.5	23.6	0	83%
Spitz	23.9	23.9	0	100%
Weißkirchen in der Wachau	23.3	23.3	0	100%
Total	429.7	184.5	28.3	

Tab. 4:
Population
(primary residence)
in the core and
buffer zones
As at: June 2016
Analysis: Verein
Welterbegemeinden
Wachau

Municipality	Primary residence			Secondary residence		
	Core zone	Buffer zone	Total	Core zone	Buffer zone	Total
Aggsbach	657	0	657	199	0	199
Bergern im Dunkelsteinerwald	28	0	28	36	0	36
Dunkelsteinerwald	0	0	0	0	0	0
Dürnstein	872	0	872	345	0	345
Emmersdorf an der Donau	1,592	38	1,630	302	9	311
Furth bei Göttweig	76	2,943	3,019	22	516	538
Krems an der Donau	6,926	1,587	8,513	3,038	281	3,319
Maria Laach am Jauerling	71	0	71	29	0	29
Mautern an der Donau	1,406	2,041	3,447	294	330	624
Melk	600	2,360	2,960	131	361	492
Mühlendorf	822	0	822	223	0	223
Rossatz-Arnsdorf	1,095	0	1,095	410	0	410
Schönbühel-Aggsbach	931	0	931	279	0	279
Spitz	1,630	0	1,630	489	0	489
Weißkirchen in der Wachau	1,467	0	1,467	418	0	418
Total	18,173	8,969	27,142	6,215	1,497	7,712

'Residence' refers to a person's place of residence. When a person has several residences, the residence serving as the centre of that person's life relationships is regarded as the main residence while other residences are referred to as secondary residences.

2.3. Description of the boundaries of the core zone

As given in the nomination documents of the Wachau Cultural Landscape in 1999

The central core zone comprises both sides of the section of the Danube between Melk and Krems an der Donau and includes the two hill ranges. The boundary to the north begins west of the village of St. Georgen (in the municipality of Emmersdorf an der Donau), takes in the Tachberg hill and runs in an easterly direction over the Felbereck and Bürstlingberg hills to the boundary between the municipalities of Maria Laach and Aggsbach Markt. From there the boundary turns towards the north and runs through Hubhof, Hinterberg, Grubkogel, Jauerling, Dürreck, Thurnleiten and Hasenhof to the village of Ötz, including within it the Trenningkogel hill, a characteristic feature. To the north of the Burg Ranna castle, the boundary follows a northeasterly path through Doppeln and extends to the municipal boundary between Mühldorf and Spitz. The points marking the boundary along the municipal limits of Weißenkirchen are: Windeckberg, Mosinggraben, Kuhberg, Seiber and Paffenmais; the corresponding points for the municipality of Dürnstein are: Sandl, Jägerberg and Rotes Kreuz. From there the boundary passes over the Braunsdorferberg hill (with the Donauwarte tower) and the Goldberg range to the town of Stein.

In the vicinity of Krems, the boundary of the core zone is marked by the streets running along the foot of the slope, specifically Alauntalstraße and Stadtgraben, to the River Krems, which represents the boundary running as far as the railway line (the zone's most easterly point). Continuing along the Wachau railway, the boundary line extends to the limits of the cadastral municipality of Stein and beyond to the midpoint of the Danube (municipal boundary between Krems and Mautern).

The boundary to the south begins at the imaginary diagonal line across the Danube joining Schloss Luberegg castle and the western section of Melk Island and continues along the Danube arm at Melk to the *Brauhaus*. From here the boundary follows the western railway line and the perimeter of the historic town centre along these streets: Hummelstrasse, Abt Karl-Straße, Babenbergerstrasse, Zaglauergasse and Wienerstrasse including the bishopric seminary.

The boundary then follows the Salmannsgraben trench (not including the highway crossing) along the route to Herrenmühle, then following the Atzgraben trench and

the mountain range consisting of Jonaskreuz, Eichholzhöhe, Berginger Kogel, Hochkogel, Klausberg, Weißes Kreuz, Polackenkopf and Langeggerberg, to the pilgrimage site of Maria Langegg. From here the boundary line follows the municipal boundary of Rossatz-Arnsdorf, taking in the following elevated points and valleys: Kastlkreuz, Kreuzberg, Felberleiten, Seeleitengraben, Sieben Gräber and Gochelberg. Along the Hohe Wand with the Ferdinand-Warte tower, the boundary is marked by a line descending steeply to the Danube that includes Mauternbach and the historic town centre of Mautern. The boundary continues over the Danube bridge at Mautern, which at the midpoint of the river (the municipal boundary between Krems and Mautern) connects the northern and southern boundaries of the core zone. Göttweig Abbey, situated at a somewhat remote point on the hill of the same name, is a separate insular section counted as part of the core zone. The boundary of this section corresponds to the limits of the cadastral municipality of Göttweig. The entire area is surrounded by a buffer zone.

2.4. Description of the boundaries of the buffer zone

As given in the nomination documents of the Wachau Cultural Landscape in 1999

Near Melk and Emmersdorf

In the west, the buffer zone includes the remaining areas within the cadastral municipality of St. Georgen as far as Weitenbach (the boundary of the landscape conservation area) and the remaining areas of the cadastral municipality of Melk north of the A1 motorway.

Near Krems

The core zone is surrounded in the east by a buffer zone taking in the entire area of the cadastral municipality of Egelsee and the terraces of the Kreuzberg and Wachtberg vineyard slopes overlooking Krems and extending to the River Krems.

Near Mautern and Furth

The area south of the Danube designated as a buffer zone includes the remaining parts of the cadastral municipality of Mautern and the municipality of Furth, with the exception of the Göttweiger Berg mountain. The buffer zones connecting the core zone surrounding Göttweig Abbey with the main core zone of the Wachau Cultural Landscape is intended to ensure a continued undisturbed view of the Abbey, situated as a landmark at a prominent point, from a distance and from all directions.

3. The outstanding significance of the Wachau World Heritage

3.1. Retrospective Statement of the Outstanding Universal Value of the Wachau Cultural Landscape

(RSOUV; Austria, 970)

Year of inscription: 2000

2011 version of the original text accepted by UNESCO, hence partially outdated.

Brief Synthesis

The Wachau is a stretch of the Danube, between Melk and Krems, that maintains high visual and substantial landscape qualities. It preserves many intact and visible traces of its continuous and organic evolution since pre-historic times, in terms of architecture (monasteries, castles, ruins), urban design (towns and villages), and agricultural use (mainly for the cultivation of vines and apricot trees).

Clearance of the natural forest cover by man began in the Neolithic period, although radical changes in the landscape did not take place until around 800, when the Bavarian and Salzburg monasteries began to cultivate the slopes of the Wachau, creating the present-day landscape pattern of vine terraces. In the centuries that followed, the acreage under cultivation fluctuated, under the influence of changes of climate and the wine market and acute labour shortages and the resultant wage increases in the 17th century. In the 18th century, hillside viticulture was actively promoted in ecologically optimal regions. The areas released in this way were given over to pasture, with the ensuing economic consequences: some enterprises had to close down whereas others were enlarged. It was at this time that viticulture was finally abandoned in the upper stretches of the Wachau. Development of the countryside in the 19th century had particularly far-reaching consequences for the Wachau. The ratio of acreages devoted to viticulture and fruit growing respectively continues to be closely linked with recurrent fluctuations in markets for the products, giving the Wachau its characteristic appearance.

The basic layouts of the Wachau towns date back to the 11th and 12th centuries. The development of the settlements with their homogeneous character becomes evident in the town structures, both in the fabric and arrangement of the houses on mostly irregular lots and in the street patterns, which have remained practically unchanged since the late Middle Ages. Some town centres have been extended to some extent on their outer fringes by the construction of small residential buildings,

mostly from 1950 onwards. The buildings in the Wachau towns date from more recent periods than the street plans. In the 15th and 16th centuries, stone construction began to replace the wooden peasant and burgher houses.

The winegrowers' farmsteads, which are oblong, U-shaped, or L-shaped or consist of two parallel buildings, date back to the late Middle Ages and the 16th-17th centuries. Most of these, with lateral gate walls or integrated vaulted passages and service buildings, feature smooth facades, for the most part altered from the 18th and 19th centuries onwards. Street fronts are often accentuated by late-medieval/post-medieval oriels on sturdy brackets, statues in niches, wall paintings and sgraffito work, or remnants of paintwork or rich Baroque facades. The steeply pitched, towering hipped roof occurs so frequently that it can be regarded as an architectural characteristic of the Wachau house.

The 18th-century buildings, which still serve trade and craft purposes and are partly integrated in the town structure, such as taverns or inns, stations for changing draught horses, boat operators' and toll houses, mills, smithies, or salt storehouses, frequently go back to the 15th and 16th centuries. There is a number of castles dominating the towns and the Danube valley and many architecturally and artistically significant ecclesiastical buildings dominate both townscape and landscape.

Justification for criteria

Criterion (ii):

The Wachau is an outstanding example of a riverine landscape bordered by mountains in which material evidence of its long historical evolution has survived to a remarkable degree.

Criterion (iv):

The architecture, the human settlements, and the agricultural use of the land in the Wachau vividly illustrate a basically medieval landscape which has evolved organically and harmoniously over time.

Statement of integrity

The inscribed property has an area of 18,387 ha, with a buffer zone of 2,942 ha. The Wachau is a cultural landscape featuring a harmonious interrelation between water, natural and close-to-natural areas, wine terraces, forests, and human settlements, linked by the freely flowing Danube. The abbeys of Melk and of Göttweig with outstanding monumental features as well as a number of historic towns and villages exhibit significant

material evidence of history and evolution over time. The Wachau cultural landscape has retained to a remarkable degree material evidence of its historical evolution over more than two millennia. The landscape has evolved in response to social and economic forces over several thousand years and each stage in its evolution has left its mark on the landscape, which is abundantly visible in the latter-day landscape. For a variety of economic, political, and environmental reasons there have been few, if any, radical interventions over history, even in the later decades of the 20th century, which have obliterated or distorted evidence of the organic growth of the Wachau. For the past half-century protective measures have been progressively introduced and their sustained implementation will ensure the conservation and protection of the property in the future.

Statement of authenticity

The authenticity of the Wachau is high. It conserves the fundamental elements of a continuing cultural landscape inasmuch it retains an active social role in contemporary society closely associated with the traditional way of life and in which the evolutionary process is still in progress. At the same time it exhibits significant material evidence of its evolution over time. These qualities are manifested in the agricultural and forested landscape, in the layouts of the towns, and in the conservation and authenticity of individual monuments. Similarly, the people of the Wachau conserve and carefully develop the fundamental elements of a continuing cultural landscape.

Requirements for protection and management

The protection of the property has been of national and regional interest since the late 19th century. Thus, there are a number of overlapping laws and regulations which are implemented by a number of bodies at Federal, State, and Municipal levels, which contribute to its protection and conservation. These include, among others, the Austrian Monument Protection Act from 1923, with a number of later amendments, which focuses on outstanding historic monuments and that grants protection both for the fabric as well as for the appearance; the Act on Water Law, from 1959 with amendments and federal regulations and international agreements such as the European Diploma of Protected Areas by the Council of Europe. A number of provincial laws and regulations are also in force, like the status of the Wachau as a landscape protection area. Additional protective measures regarding conservation areas as well as the inscription of the Wachau into the Natura 2000 network influence

conservation. These regulations are considered to be a solid basis to the future conservation and sustainable development of the site.

Different levels of governance are therefore responsible for the conservation and sustainable development of the site. The *Bundesdenkmalamt* (Federal Office of Historic Monuments) maintains a complete inventory of historic monuments and ensembles situated in the Wachau. For the protected areas (nature conservation areas, natural reserves, natural monuments, landscape protection area), responsibility for overall management rests with the *Amt der NÖ Landesregierung* (Office of the Lower Austrian Provincial Government). This body also has overall responsibility for the European Diploma Area. The provincial government is also in charge of general development outlines, like settlement development limits. It also supports the local level in implementing local and regional strategies, by expertise and by public funding. At local authority level, the Wachau is mainly managed by the 13 communities (*Gemeinden*). They are in charge of local development plans, zoning and building regulations. Together, they run a regional development association called Arbeitskreis Wachau (Working Party for the Wachau).

This body currently runs an office in Spitz and employs experts in charge of projects connected to conserving and sustainably developing the cultural landscape. Management is financed by European programmes and by the province of Lower Austria. It is based on a mission and a number of strategic and operative plans and programmes, mainly focusing on nature protection, wine and fruit growing, tourism, culture, regional development, the regional Nature Park, energy efficiency, education, and communication. Works on the preparation of a comprehensive Management Plan are still needed as this will be an essential tool to deal with the voluntary regional work and add to these all fields of site management that are taken care of by institutions on the federal, provincial, and local level.

Fig. 9 **The Tausendeimerberg or Burgberg in Spitz**
Literally 'Thousand Bucket Hill', it received its name many years ago when its yield is said to have been as much as a thousand buckets of wine, corresponding to roughly 56,000 litres.

Fig. 10, 11, 12 **Typical elements of the winescape**





The monasteries of Bavaria and Salzburg began to cultivate the slopes of the Wachau as long ago as 800 CE, building the terraced vineyards that are preserved to this day as a typical element of the landscape. The characteristic dry stone walls of the terraces allow grapes to be grown even on very steep slopes.

Fig. 13,14 Wine-growing in the Wachau
Vines being tended carefully by hand – today just as they were 1,000 years ago.



Fig. 15 **The town of Dürnstein**
An example of the mediaeval structure of the towns, Dürnstein was built in the 11th and 12th centuries and has remained virtually unaltered since then.



Fig. 16 **Street festival celebration in Melk**



Fig. 17 Am Wegscheid, Krems an der Donau



Fig. 18 Weingut Schwaiger winery in Wösendorf



Fig. 19 Bank of the Danube at Emmersdorf

The forms of settlement, the architecture and the agricultural use of the land reveal the basic layouts of a medieval landscape which has evolved organically and harmoniously over time.



Fig. 20 **Götweig Abbey**
At 422 m above sea level, the Benedictine Abbey of Götweig is conspicuously enthroned on the eastern edge of the Wachau.



Fig. 21 **Aggsbach Charterhouse**
The last monastery to be founded by the Carthusians in Austria goes back to the year 1380. After the monastery was abolished in 1782, a new tower was added to the former monastery church, which was modified in 1784 to serve as a parish church.



Fig. 22 **Schloss Schönbühel**
The castle was built in the early 12th century on a rock towering roughly 40 metres above the Danube.



Fig. 23 **Melk Abbey**

A monastery was erected on this rock as early as 1089. The Benedictine monastery existing today, Melk Abbey, was built between 1702 and 1746 under the direction of Jakob Prandtauer, a master builder of the Baroque period.

A number of castles, palaces and monasteries are situated prominently above the towns and villages and the Danube valley, and many ecclesiastical buildings of architectural and artistic significance dominate both townscape and landscape. Particularly worth mentioning in this regard are the abbeys of Melk and Göttweig with their outstanding monumental features.

Fig. 24 **Aggstein Castle ruins**
The beginnings of the castle go back to around 1200. The structure fell into disrepair and was rebuilt several times.



Fig. 25 **The fortified Church of St. Michael's**
Erected on the site of a small place of Celtic ritual sacrifice and first mentioned in official documents in 987, St. Michael's is considered the Wachau's oldest church. Fortification were added to the edifice around 1500 to 1530. The fame of St. Michael's has been bolstered by its charnel house, featuring a Gothic-style cross-ribbed vault, built around 1395.





Fig. 26 **Dürnstein Castle**

The town of Dürnstein is connected by a wall with the ruins of Dürnstein Castle. Erected between 1140 and 1145, the castle was demolished in 1645 by a Swedish force under General Torstensson. The castle owes its fame to the legend of Richard the Lionheart.

Fig. 27 Jauerling Nature Park,
view towards the west



An outstanding feature of the Wachau Cultural Landscape is the harmonious relationship between terraced vineyards, human settlement, pristine forests and close-to-natural areas. The Danube is allowed to flow freely through the Wachau, which in the flood plain areas ensures a constant exchange between the river and the land surrounding it.

Fig. 28 View to the Spitzer Graben valley and to the Danube beyond from the Hans Pichler Naturparkhaus lodge



Fig. 29 Close-to-natural section of forest near St. Michael



Fig. 30 Zellergraben ravine natural monument at Furth bei Göttweig



Fig. 31 Danube branch near Rührsdorf



Fig. 32 Green lizard

The Wachau's biogeographical location at the fringe of Austria's eastern continental region is expressed most vividly in the varieties of plants and animals typically found in arid habitats (such as dry grasslands and dry forest mosaics).

The Wachau is the westernmost limit of distribution for many species of animals and plants requiring special conditions.



Fig. 33 View from the Setzberg natural monument towards Spitz an der Donau



The Wachau Cultural Landscape exudes charm at all times of the year.

Fig. 34 Blossoming apricot and peach trees are a familiar sign of spring in the Wachau



Fig. 35 View of snow-covered terraced vineyards

Fig. 36 Natural beach at Rossatz with a view to Dürnstein



Fig. 37 View from the Michaelerberg hill towards Spitz an der Donau in autumn



The Future of the Wachau World Heritage

4. Basis of planning and action
5. Potential risks and perspectives
6. Guidelines for the Wachau World Heritage
7. Action areas
8. Administration of the World Heritage
9. Monitoring, quality assurance
and reporting



Fig. 38 Apricot blossom



The Future of the Wachau World Heritage

Just as culture, society and the economy are subject to changing overall conditions, the cultural landscape is likewise also involved in a constant change process. Ensuring the preservation of the Wachau World Heritage while simultaneously guaranteeing its sustained development means bringing the unique universal value, the authenticity and the integrity of this heritage into harmony with the current goals of local and regional development and reconciling the characteristics of the landscape with its agricultural use.

First, the existing basis of planning and action is presented, which even today provides a legal safeguard that protects the Wachau Cultural Landscape. A brief description follows of those regional initiatives, strategies and activities that in recent years have contributed to preserving and developing the World Heritage and will continue to play a role in future.

After introducing comprehensive guidelines for future use of the World Heritage, a description follows of the objectives, measures and projects in the various sectors which will be aimed at protecting the World Heritage and ensuring its sustained development. A number of events were held at which the guidelines as well as their concrete embodiment at sector level were prepared and agreed with the responsible policymakers and administrative officials as well as with business and citizen representatives.

Finally, arrangements for the administration and organisation of the World Heritage are described along with a system of quality assurance and monitoring.

4. Basis of planning and action

As far back as the 1970s, protection of the Wachau became a matter of national and regional interest. The Management Plan can consequently build on a solid foundation, consisting of acts of law and regulations with legally binding effect adopted by the federal, provincial or municipal governments, and of plans and activities initiated at the regional or local level.

4.1. Legal safeguards of the Wachau World Heritage

A hierarchical structure consisting of multiple layers of protection has been established to safeguard the historic Wachau Cultural Landscape. International conventions and charters provide a superstructure for national legislation and for those acts of law and ordinances adopted by the province of Lower Austria and by the individual municipalities, which help to safeguard the continued existence of the World Heritage.

4.1.1. International conventions and charters as implemented through the Federal Law Gazette of the Republic of Austria

World Heritage Convention

Convention Concerning the Protection of the World Cultural and Natural Heritage
Ratification: Federal act
(Federal Law Gazette no. 60/1993)

In December 1992, Austria became a State Party to the Convention which had been adopted by the United Nations Educational, Scientific and Cultural Organization (UNESCO) in Paris on 16 November 1972.

The objective is to identify and conserve the cultural and natural heritage for future generations. The ratification by federal act binds to the Convention all government bodies at every territorial level.

Other conventions and charters contributing to the protection of the property, such as international guidelines and conventions on monument and cultural property protection

- Convention for the Protection of Cultural Property in the Event of Armed Conflict, Hague Convention, The Hague, 14 May 1954, Second Protocol; original version: Federal Law Gazette III no. 113/2004
- International Charter for the Conservation and Restoration of Monuments and Sites, Venice Charter, Venice, 31 May 1964
- Convention for the Protection of the Architectural Heritage of Europe, Granada, 3 October 1985
- European Convention on the Protection of the Archaeological Heritage, Valletta, 16 January 1992; original version: Federal Law Gazette III no. 22/2015
- Nara Document on Authenticity, Nara, 6 November 1994

Council of Europe Framework Convention on the Value of Cultural Heritage for Society (Faro Convention)

Ratification: Federal act
(Federal Law Gazette III no. 23/2015)

The Framework Convention provides advice on strategic objectives of activities aimed at conserving and making sustainable use of cultural heritage. The goals include recognising individual and collective responsibility for preserving cultural heritage. Ensuring human development and quality of life are inherent goals in this context.

As the party to the agreement, the federal state is the primary addressee for implementing the Framework Agreement.

Strategic Environmental Assessment (SEA)

Directive 2001/42/EC of the European Parliament and of the Council

The SEA describes and assesses the environmental impact of planning. Such an assessment can take place during any planning activities for the project, including establishing policies, programmes and planning (PPP).

The requirements set out in the SEA Directive have been implemented in Austria in various acts of law governing specific domains, based on the distribution of powers for planning and environment between the federal and provincial governments. An example of one such statute is the Lower Austrian Regional Planning Act (*NÖ Raumordnungsgesetz*) of 2014 and specifically Articles 4, 24 and 43.

Convention on cooperation for the protection and sustainable use of the river Danube

Ratification: Federal act (Federal Law Gazette III no. 139/1998)

The goal is sustainable and fair water management, including the conservation, improvement and rational use of surface waters and ground water. Beyond this, the parties to the Convention are to make all efforts to control the hazards originating from accidents involving substances hazardous to water, floods and ice-hazards (cf. Art. 2(1)).

Parties to the Convention: European Union, Austria, Croatia, Czech Republic, Germany, Hungary, Romania, Slovak Republic, Slovenia

Natura 2000 sites**Habitats Directive**

Council Directive 92/43/EEC, 21 May 1992 (FFH)

Birds Directive

Council Directive 79/409/EEC 8, 2 April 1979

Natura 2000 is a network of conservation areas spanning all of Europe that are established based on the same conditions by all European Member States. The network is aimed at helping to preserve particular species of flora and fauna as well as habitats that are worthy of protection.

All EU Member States are obliged to ensure that the Natura 2000 sites do not deteriorate with respect to their function or condition. Natura 2000 sites are enshrined in law as *Europaschutzgebiete* pursuant to, Art. 9 of the 2000 Lower Austrian Nature Conservation Act (*NÖ Naturschutzgesetz*).

International conservation conventions:**Bern Convention**

Ratification: Federal act (Federal Law Gazette no. 372/1983)

The Bern Convention is intended to establish a minimum standard of protection for wild flora and fauna (especially migratory species of animals) and their natural habitats. In Austria the content and goals of the Convention are specified in the provincial acts relating to nature conservation and hunting.

Bonn Convention

Convention on the Conservation of Migratory Species of Wild Animals

Ratification: Federal act (Federal Law Gazette no. 149/2005)

Under the Bonn Convention on the Conservation of Migratory Species of Wild Animals, the supplementary agreements on the Conservation of African-Eurasian Migratory Waterbirds and EUROBATS are of particular relevance for the geography and species of the Wachau.

Convention on Biological Diversity

Ratification: Federal act (Federal Law Gazette no. 213/1995)

The global Convention on Biological Diversity is aimed at protecting and improving the level of biodiversity, as part of sustainable development and by utilising existing networks (such as Natura 2000). In 2011 the European Commission presented an updated strategy. To implement the EU Biodiversity Strategy, Austria has prepared the Austrian Biodiversity Strategy 2020+.

Council of Europe European Diploma of Protected Areas

First awarded to the Wachau Cultural Landscape in 1994 Renewed in 1999 and 2004 for another five years and in 2009 for another ten years

4.1.2. International certifications and framework strategies

Following close examination, the European Diploma was awarded to the Wachau as a protected natural and cultural landscape, particularly in recognition of its outstanding scientific, cultural and aesthetic qualities and/or recreational value.

The Diploma is contingent on certain conditions and recommendations, including maintaining the free-flowing course of the Danube. From a current perspective, renewal as of 2019 will depend on a review and assessment by a Council of Europe expert, to take place in 2018.

EU Strategy for the Danube Region

8 December 2010: European Commission adopts strategy and action plan
24 June 2011: official endorsement by the European Council
Participants:
14 countries including eight EU Member States

The strategy contains goals for the Danube Region as well as proposals for measures and projects to be funded and implemented by each of the countries and actors participating (action plan).

A goal particularly relevant for the World Heritage is "to promote culture and tourism, people-to-people contacts". In the related context the action plan defines as an action "to build on cultural diversity as [a] strength of the Danube Region". This action includes cooperation in protecting values and cultural heritage, joint scientific research, exchange of experiences and similar activities.

The topic of environmental protection is especially relevant for World Heritage cultural landscapes such as the Wachau. This aspect includes protecting biodiversity and landscapes, especially in view of potential challenges posed by further development of the Danube as a waterway and site of economic activity.

Pan-European Strategy Biological and Landscape Diversity Strategy

European Parliament resolution 2011/2307(INI)

Framework programme to promote activities that serve to preserve and restore nature and especially to conserve biological and landscape diversity. The main goal is to coordinate action throughout Europe towards implementing the Convention on Biological Diversity while involving existing networks. In meeting this goal, the parties to the agreement are called upon to define national strategies.

4.1.3. Federal acts and strategies

Environmental Impact Assessment Act

(Umweltverträglichkeitsprüfungsgesetz)
UVP-G 2000

Original version: Federal Law Gazette no. 697/1993
Current version: Federal Law Gazette I no. 14/2014

The Environmental Impact Assessment Act requires an environmental impact assessment for projects exceeding specified threshold values relating to magnitude.

An assessment is correspondingly made of the direct and indirect impact of a project on specified subjects of protection, which include landscapes as well as cultural and other property, in addition to human, animal and plant life, soil, water, air and the climate.

The UVP-G is Austria's only piece of legislation that explicitly refers to World Heritage as a subject of protection (listed in Annex 1 under projects required to be assessed).

Monument Protection Act (*Denkmalschutzgesetz*) DMSG

Original version: Federal Law
Gazette no. 533/1923
Current version: Federal Law
Gazette I no. 92/2013

Monument protection in Austria falls under federal jurisdiction. The Monument Protection Act refers to human-made objects of historical, artistic or other cultural significance, where the protection of the particular object is in the public interest (cf. Art. 1). Both the destruction of such an object as well as any modification that could affect its existence, traditional appearance or artistic effect is prohibited unless approved by the Federal Monuments Office (BDA; cf. Art. 4 Par. 1).

The DMSG is implemented at an operational level for the most part by the nine regional departments in Austria's federal provinces. The Lower Austrian department has its offices in Gozzoburg, a medieval town palace in the historic centre of Krems. The department assesses whether a proposed modification, such as refurbishment or restoration work, represents a worthwhile adaptation and lends to use in accordance with contemporary standards while at the same time preserving the nature of the monument.

A requirement of the Federal Monuments Office provided for all objects to be assessed that as a result of legal presumption had been put under protection prior to 31 December 2009, to determine whether they were indeed worthy of protection and, if so, to extend protection by ordinance or administrative decision. Since then, a complete inventory of all protected objects has been available. According to the inventory (as of June 2016), 1,096 objects or 10.5% of all objects under monument protection in Lower Austria are located within the Wachau World Heritage site, which accounts for 1.1% of the province's area. Of those objects, 1,065 are located within the core zone and 31 within the buffer zone. This is an indication of the unusual wealth of historical material in the Wachau.

Waterways Act (*Wasserstraßengesetz*)

Original version: Federal Law
Gazette I no 177/2004
Current version: Federal Law
Gazette I no. 35/2012

The responsibilities of the Federal Waterways Administration include improving habitat conditions for plants and animals on and near the banks of the rivers within its mandate, which includes the Danube (Art. 2). All construction and maintenance projects are to be realised to achieve as far as possible a close-to-natural condition while preserving the environment to the greatest possible extent. Measures are required to be planned and executed so as to avoid modifying the appearance of the landscape and the natural system unless absolutely necessary, and any unavoidable modifications are to be compensated where possible by taking appropriate measures (Art. 3).

In keeping with this integrated approach, with the broad participation of many of the institutions affected, the Federal Ministry for Transport, Innovation and Technology (BMVIT) has prepared an action programme for the Danube for the period until 2022. As an example of good practice, this strategy paper lists and describes in integrated form all activities and plans by the federal government that affect the Danube as a waterway, its ecological functions and flood protection.

Austrian Biodiversity Strategy 2020+

Acknowledged by the federal government (October 2014)

Main goals of the biodiversity strategy: preservation of diversity, limitation of hazards, and raising awareness. With clearly stated objectives, and numerous measures and evaluation criteria, the strategy appeals to the authorities and agencies responsible for implementation.

Lower Austrian Regional Planning Act (NÖ Raumordnungsgesetz) of 2014

NÖ ROG 2014

Original version: Provincial Law
Gazette no. 3/2015

4.1.4. Province of Lower Austria

Austria's Federal Constitution accords to the individual provinces the responsibility of managing spatial planning matters. The NÖ ROG accordingly specifies the goals, procedures and instruments of spatial planning at regional and local level.

The overriding spatial planning goals (Art. 1 Par. 2) support the goals of World Heritage, specifically through the goals relating to spatial planning at regional and local level that are aimed at ensuring regional settlement structures and landscape elements (no. 2c) and at preserving and developing the special unique features of towns and villages and their expressions of culture (no. 3k).

Furthermore, Art. 20 Par. 8 allows municipalities that are correspondingly authorised through a regional planning programme to define open land areas as open and non-forested parts of the landscape. Such authorisation is accorded in the interests of protecting those characteristic elements of cultural landscapes deemed worthy of conservation that are to continue to remain undeveloped on grounds of agricultural structure, tourism, settlement structure or the appearance of towns or landscapes. This form of authorisation has been extended to 11 of the 15 municipalities within the World Heritage area (the exceptions are Emmersdorf, Melk, Mautern and Furth).

Where substantial environmental impact is anticipated, a strategic environmental assessment (SEA) is required when drawing up or modifying a regional spatial planning programme (Art. 4 Par. 2 no. 2). Any environmental impact anticipated for the cultural heritage, including buildings of architectural value and archaeological treasures as well as the landscape, is to be described and explained in an environmental report (Art. 4 Par. 6 no. 6).

Lower Austrian Development Plan

Resolution by the Lower Austrian
Provincial Government 09/2014

In this fundamental document playing a strategic role in top-level management and coordination, a commitment is made to integrated spatial development. In addition, overriding goals are listed which aim at achieving the fullest utilisation of regional development potential while adhering to ecologically sustainable principles and minimising space needs in development.

Regional Planning Programme for Central Lower Austria

Original version: Provincial Law
Gazette 8000/76-0

Current version: Provincial Law
Gazette 8000/76-2

Scope:

Provincial capital of St. Pölten,
city of Krems, districts of Krems
(Land), St. Pölten and Lilienfeld,
i.e. the World Heritage municipalities
with the exception of Melk,
Emmersdorf and Schönbühel-Aggs-
bach (district of Melk).

The regional planning programmes in Lower Austria implement the goals of the Lower Austrian Development Plan by setting out concrete definitions with spatial delineations, including mandatory specifications for local planning. Implementation in building law as well as local planning are subject to regional planning and must adhere to the specifications made in the regional programmes.

The definitions of landscape areas worthy of conservation, of settlement limits and regional green zones are especially helpful for safeguarding the Wachau Cultural Landscape. The Regional Planning Programme does not cover the whole area administered as the main region (*Hauptregion*) of central Lower Austria. The main region is managed by a company, NÖ Regional GmbH, and includes all World Heritage municipalities, that is, those in the district of Melk as well.

Sector Planning Programme for the Utilisation of Wind Energy in Lower Austria

Ordinance of 20 May 2014, based on Art. 3 Par. 1, Art. 19 Par. 3b NÖ ROG 1976, Provincial Law Gazette 8001/1-0

Areas associated with major reservations concerning the use of wind energy have been excluded. These include nature conservation areas, landscape conservation areas, Natura 2000 bird conservation areas and the UNESCO World Heritage. The other land areas which, based on Lower Austrian legislation, offer potential use for wind power plants, are defined with reference to maps.

On the whole it has been ensured that no wind power plants in the vicinity of the World Heritage can be approved.

Strategy for Art and Culture in Lower Austria

Resolution by the Lower Austrian Provincial Government in the session on 5 July 2016

The strategy comprises visions and guidelines for shaping Lower Austria as a cultural space, with those responsible for cultural affairs at provincial level working in partnership with the numerous contributors to culture. With the goal of safeguarding and making available Lower Austria's cultural treasures, express reference is made to further developing UNESCO World Heritage properties in line with contemporary standards.

“While safeguarding this premium-quality cultural heritage, effort is to be given to carefully developing it in a sustainable manner in line with contemporary standards.”

Lower Austrian Nature Conservation Act (*Naturschutzgesetz*) NÖ NSchG 2000

Original version: Provincial Law Gazette 5500-0

Current version: Provincial Law Gazette no. 111/2015

Ordinance on Landscape Conservation Areas

Original version: Provincial Law Gazette 5500/35-0

Current version: Provincial Law Gazette 5500/35-10

Landscape conservation area of the Wachau and Environs: approx. 46,300 ha (Art. 2 Par. 17)

Landscape conservation area of Gottweiger Berg and Environs: approx. 225 ha (Art. 2 Par. 5)

Ordinance on Nature Parks

Original version: Provincial Law Gazette 5500/50-0

Current version: Provincial Law Gazette 5500/50-12

Jauerling-Wachau Nature Park: approx. 11,550 ha (Art. 2 Par. 13)

Nature and landscape conservation in Austria falls under the legislative competence of the provinces. The provisions of relevance for the World Heritage include in particular the special provisions to protect landscape conservation areas (Art. 8), Natura 2000 sites (*Europaschutzgebiete*; Art. 9), conservation areas (Art. 11), natural monuments (Art. 12) and nature parks (Art. 13).

The act includes requirements to protect nature, prohibitions, the requirement to obtain approval for building projects outside of settlement area limits and approvals for exceptions. The provisions are intended to preserve the habitat concerned, specifically in regard to the character and appearance of the landscape, its recreational value and the ecological balance.

In the case of a landscape conservation area, prior to approving the local planning programme or any modification (with the exception of modified zoning within residential areas, land use for agriculture or forestry in green zones) as well as in procedures, as specified in the ordinance, to review development plans, the provincial government is required to obtain an opinion on the impact on the subjects of protection from a nature conservation expert as well as a statement from the office of the Lower Austrian Environmental Ombudsman (Art. 8 Par. 2).

With the exception of the historic town centre of Krems, the entire core zone of the World Heritage property falls within one of the two landscape conservation areas. One part of the landscape conservation area of the Wachau and Environs has also been designated as the Jauerling-Wachau Nature Park. Nature parks serve among other things to educate the public about nature and to encourage people to experience nature first-hand.

In fact, six nature conservation areas and 13 natural monuments are located within the World Heritage property. Twelve of these 19 conservation areas in total were only recognised, based on conservation work in the region, following inscription on the World Heritage List (status as of June 2016).

Ordinance on***Europaschutzgebiete
(Natura 2000 sites)***

Original version: Provincial Law
Gazette 5500/6-0; current version:
Provincial Law Gazette 5500/6-6

Areas covered by the Habitats Directive:

Wachau (Art. 24), World Heritage municipalities with the exception of Melk
Kamp and Krems Valley (Art. 26):
Krems an der Donau

Rivers of the Lower Austrian Alpine foothills

(Art. 36): Emmersdorf an der Donau,
Melk, Schönbühel-Aggsbach

Areas covered by the Birds Directive:

Danube floodplains near Tullnerfeld
(Art. 2): Krems an der Donau

Kamp and Krems Valley
(Art. 8): Dürnstein, Krems an der Donau

Pielach Valley (Art. 10): Emmers-
dorf an der Donau, Melk,
Schönbühel-Aggsbach

Wachau-Jauerling (Art. 15)

All World Heritage municipalities

The main concern in areas designated under the Habitats Directive is to safeguard biodiversity by preserving the natural habitats of wild plants and animals. In the areas designated under the Birds Directive, the protection of every species of wild bird is given priority.

A nature impact assessment (NIA) is required to identify any significant potential threat to Natura 2000 sites as a result of plans or projects. An NIA is also required for plans or projects affecting areas outside a Natura 2000 site to discern whether protected objects within the site would be detrimentally affected; for example where erecting a dam upstream from a Natura 2000 site could have significant detrimental impact on certain fish species or other fauna within the site.

Management plans are detailed with a view to meeting the protection goals set for the individual Natura 2000 sites. Such plans are available covering all parts of every Natura 2000 site:

- Natura 2000 Management Plan for the Region of Central Lower Austria
- Natura 2000 Management Plan for the Waldviertel Region

Local spatial planning

Art. 118 Par. 3, no. 9
Federal Constitutional Act
(Bundesverfassungsgesetz)
Current version: Federal Law
Gazette I no. 100/2003
Section III, Articles 13–28
NÖ ROG 2014, Provincial Law
Gazette no. 3/2015

Local**planning programmes**

Art. 13 NÖ ROG 2014

Zoning plans

Art. 14 NÖ ROG 2014

Development plans

Section IV, Articles 29–36,
NÖ ROG 2014,

**Lower Austrian Building Code
(NÖ Bauordnung; NÖ BO)**

Provincial Law Gazette no. 1/2015
cf. Art. 56 Townscape planning

4.1.5. Municipalities

Local spatial planning is a matter falling within the scope of activities for which the individual municipality is responsible (Art. 118 Par. 3 no. 9 Federal Constitutional Act). The procedures and instruments to be used are specified in the 2014 Lower Austrian Regional Planning Act (*NÖ Raumordnungsgesetz; NÖ ROG*). Besides defining the planning goals of the individual municipality, the task in local planning is to mutually coordinate activities by public and private planning organisations that significantly affect how space is used and to review such activities in comparison with comprehensive planning objectives.

At the local planning level, development of space is determined by **local planning programmes and zoning plans**. Local planning programmes and zoning plans exist for all of the World Heritage municipalities. The local planning programme contains records of existing conditions and specifications in relation to natural spaces and landscapes, building and commercial development, and vehicle and pedestrian traffic and special uses, as well as a report based on the strategic environmental assessment. Municipalities have the option of requiring by ordinance a supplementary medium and long-term master plan. When specifying the type of land use, consideration is to be given to existing structural and cultural conditions as well to townscapes and landscapes, particularly where historically or artistically valuable areas are concerned. In specifying land use, compatibility with existing use of space must similarly be ensured; to this end, a space impact assessment is done as part of the baseline study.

Development planning

Municipalities are allowed, but not required, to issue development plans for the entire territory of the municipality, individual settlements or definable sub-areas. Such a plan, containing rules for the development of properties and for providing access to utilities,

Local spatial planning
continued

is required to take into account townscape planning (Art. 56 NÖ BO 2014; Art. 29 Par. 1 and 2 NÖ ROG).

Designating protected zones in the development plan

In addition to the rules for building properties as specified in the NÖ ROG (Art. 30 Par. 1 nos. 1–3), the following can be specified:

- Protected zones for buildings considered worthy of protection on architectural or historical grounds (Art. 30 Par. 2 no. 1)
- Other historic settlement areas worthy of protection (Art. 30 Par. 2 no. 2)
- Harmonious design (as defined in Art. 56 NÖ BO) of buildings in settled areas (Art. 30 Par. 2 no. 3)

The demolition of buildings in protected zones is prohibited in principle (with exceptions defined in Art. 35 Par. 2 NÖ BO 2014). Protected zones can also be defined where required for buildings situated in green areas or traffic areas (Art. 30 Par. 3). For building projects, specifications can be issued relating to the building form and technology to be used (Art. 31 Par. 8).

4.2. Regional initiatives, strategies and activities

The following section consists of a description of selected initiatives, strategies and activities in the region which, since recognition of the Wachau as World Cultural Heritage, have played or still play a role in safeguarding and developing the Wachau World Heritage (updated as of January 2016).

4.2.1. Main regional initiatives and institutions

Institutions directly based in the region

Arbeitskreis Wachau (Wachau Working Group; originally: Arbeitskreis zum Schutz der Wachau)

Founded in 1972 (to prevent construction of a power station on the Danube at the heart of the Wachau)

Reorganised in 2001. Name changed to Arbeitskreis Wachau. Thirteen World Heritage municipalities admitted as members.

Board: Representatives of all municipalities, the abbeyes of Melk, Göttweig and Herzogenburg, significant regional institutions and civil society.

Driving force behind the region's application to support the goals set through recognition with the Council of Europe's European Diploma of Protected Areas and with the UNESCO World Heritage.

Excerpt from the Articles of Association (21 October 2014):

“2. The purpose [of the association] is to work towards ensuring that such measures of a legal nature or relating to private business are taken that are likely to preserve the uniqueness of the Wachau as a natural and cultural landscape of universal standing, while making use of all suitable means and upholding applicable provisions of law.

3. The objective is thus [...] to preserve this section of the Danube Valley, which has been inscribed on the UNESCO list of World Cultural Heritage and recognised with the European Diploma of Protected Areas, to ensure that the appearance of its landscape is maintained into the future and to strengthen the awareness of these objectives among the local population and the region's visitors [...].”

In 2000 Arbeitskreis Wachau prepared a mission statement, which was later evaluated in 2007, listing the goals of preserving and further developing the Wachau as a natural and cultural landscape, while giving as points of reference the elements of the region's cultural history, its natural treasures and the Danube as a free-flowing river. The topics covered are: settlement and building activity, townscapes, monument protection; nature conservation, landscape appearance; traffic and transport; wine-growing, fruit-growing, agriculture and forestry; people and the landscape, quality of life; infrastructure; tourism; art and culture; communication.

LAG Wachau-Dunkelsteinerwald

As of 2002 (LEADER+), twelve of the 13 municipalities of Arbeitskreis Wachau form a LEADER region. The municipality of Krems and five additional municipalities from the Dunkelsteinerwald region joined in 2007.

Since 2014, 17 municipalities and the abbeys of Melk, Göttweig and Herzogenburg have been members of the Leader region.

The Leader association has existed as an independent association since 2007.

As early as 2002, the LEADER strategy for what was then the LAG Weltkulturerbe Wachau had focused on developing the region in line with World Heritage principles. In 2007 the area was expanded to include municipalities in the neighbouring region of Dunkelsteinerwald. One of the priorities during that period was to develop individual businesses in the LEADER region.

The local development strategy 2014–20 of LAG Wachau-Dunkelsteinerwald is aligned with these overriding objectives:

- Successful women and men
- Enthusiastic visitors
- An outstanding cultural landscape
- The best quality of life for people of all ages

The strategy contains goals and activities in line with comprehensive, integrated development of the entire region. Many of these goals serve the purpose of preserving and further developing the World Heritage; examples include encouraging a system of small-scale farming or promoting building culture. LEADER continues to be the backbone for financing regional development within the World Heritage site.

Verein Welterbegemeinden Wachau

Formerly: Wachau Dunkelsteinerwald Regionalentwicklung

Formerly: Arbeitskreis Wachau - Regionalentwicklung

Since 2007 the municipalities of the Wachau and Dunkelsteinerwald regions have jointly operated an agency for regional development. This agency employs experts to work on projects related to the conservation and sustainable development of the cultural landscape. The projects are based on a number of strategic and operative plans and programmes, mainly focusing on nature conservation, wine and fruit growing, tourism, culture, regional development, renewable energy, education and communication. This association is especially responsible, as part of its management of conservation areas, for matters relating to nature conservation in the World Heritage.

In the course of reorganising regional structures to meet the requirements of managing the World Heritage, this association was refounded as an association solely under the municipalities of the Wachau which, with the addition of the municipality of Furth bei Göttweig, was subsequently named Verein Welterbegemeinden Wachau (Association of Wachau World Heritage Municipalities; see Chap. 8 World Heritage management).

Arge Dunkelsteinerwald

As of 1999 the municipalities of Dunkelsteinerwald have had their own regional institution with a primary focus on small-scale development in the Dunkelsteinerwald region.

The current members of Arge Dunkelsteinerwald (Dunkelsteinerwald Working Group) include six municipalities, including the World Heritage municipalities of Bergern im Dunkelsteinerwald, Dunkelsteinerwald and Schönbühel-Aggsbach.

In future Arge Dunkelsteinerwald will be responsible for implementing all sub-regional projects in Dunkelsteinerwald that are not business-related. The working group receives staffing support from the Wachau-Dunkelsteinerwald LEADER association.

Arbeitskreis Wachau Dunkelsteinerwald Regionalentwicklungs GmbH

The two associations Verein Welterbegemeinden Wachau and Arge Dunkelsteinerwald have established a common limited company (GmbH), with the former holding 74% and the latter 26% of the shares. The company's purpose is to manage the regional office, located in Schloss Spitz castle, and to implement all business-related projects in the two partner sub-regions. Alongside the regional projects, the company is applying for certain licenses under commercial law in order to be able to acquire third-party funding for realising regional goals. In terms of company law, the position of managing director of the company will be filled by the managing director of the Verein Welterbegemeinde association, with the association leasing the director to the company to fulfil management duties.

Where the projects carried out by the company are directly related to the Wachau World Heritage, the same advisory processes will be applicable as that for the Verein Welterbegemeinde association (see Chap. 8). One of the company's tasks will be to organise the annual Wachauforum event and, similarly, ongoing activities to encourage community involvement of civil society representatives in the World Heritage region.

Closely associated regional network partners

Jauerling-Wachau Nature Park

See also the section on the Nature Conservation Act under 4.1.

Founded in the 1970s, the Jauerling-Wachau Nature Park has existed almost exactly as long as Arbeitskreis Wachau. The park stretches across the territory of five municipalities belonging to the World Heritage region (Maria Laach, Spitz, Mühlendorf, Aggsbach and Emmersdorf) as well as of two other municipalities which within the nature park are part of the Wachau and Environs landscape conservation area (Weiten, Raxendorf).

Beginning in 2002, the association then referred to as Arbeitskreis Wachau – Regionalentwicklung salvaged the park from bankruptcy assets and subsequently revitalised it as a modern nature park in line with the Austrian national nature park strategy, while concentrating on nature conservation, education and information, tourism and regional development.

The nature park has had its own management since 2008. The organisational ties with Arbeitskreis Wachau – Regionalentwicklung were dissolved in 2014. The park has since been responsible for its own business affairs and for hiring staff. The offices are located in the Nature Park municipality of Maria Laach am Jauerling. The strategy for the park, which dates from 2006, is scheduled to be updated.

Wachauzonengruppe

An informal working group consisting of representatives of the Krems District Building Authority, the Lower Austrian Building Directorate, the Federal Monuments Office, the Department of Art and Culture of the Office of the Lower Austrian Provincial Government and the Verein Welterbegemeinden Wachau.

The working group is collectively involved in developing and monitoring regional standards for the preservation of building culture throughout the World Heritage region.

Vinea Wachau Nobilis Districtus

Vinea Wachau Nobilis Districtus is the association founded by the Wachau's wineries in 1983 to protect the geographical appellation of their region. At a time when the Austrian wine industry was headed towards a major scandal that later culminated in 1985, the winemakers of the Wachau had already grasped that the future of wine-growing in their region lay in positioning their wine as a niche product meeting uncompromisingly high standards.

Today, approximately 200 wineries are members of Vinea Wachau, among them almost all of the region's premium winemakers, who have stringent quality controls in place and meet exacting requirements. In exchange, these wineries are authorised to use the protected appellations of Steinfeder, Federspiel and Smaragd, which enjoy the utmost respect among wine connoisseurs the world over. Occupying this market position made it possible to preserve within the World Heritage a wine industry – which still today grows its grapes on medieval terraced vineyards – almost exclusively by economic means. Meanwhile, the acreage devoted to viticulture in the Wachau has not diminished in the past 40 years – probably due to what is one of the most successful strategies in the world for sustainably preserving a terraced vineyard area. Vinea Wachau maintains an office, staffed by one person, which is situated in an office partnership housing the associations of the World Heritage region.

Donau Niederösterreich Tourismus GmbH

The company was founded in 2003 as an umbrella organisation to represent all existing tourist associations within the tourist destination of the Lower Austrian Danube (*Donau Niederösterreich*); like the regional associations, Donau Niederösterreich Tourismus GmbH has its offices in Schloss Spitz castle. One of the parts of the umbrella organisation is the Wachau-Nibelungengau-Kremstal regional tourist office, which is mainly concerned with continued strategy development and quality assurance for tourism in the Wachau World Heritage. As part of the Lower Austria 2020 tourism strategy, the Danube Lower Austria destination strategy defines the overriding vision for the destination as follows: "The destination seeks to become Europe's leading region along the Danube and to be a major player in the world of cultural and culinary tourism." The region's competency fields are defined as:

- Space to move (cycling, hiking, boat tours)
- Art and culture
- Wine and cuisine

Cultural institutions:

Wachau Kultur Melk GmbH,

Kunstmeile Krems Betriebsges.m.b.H,

State Gallery of Lower Austria

NÖ Festival und Kino GmbH

Founded back in 1961, the Melk Summer Festival has the most longstanding tradition of all summer theatres in Lower Austria. It was originally started as a private limited company and was subsequently renamed Wachau Kultur Melk GmbH in 2011 and taken under a holding company, NÖ Kulturwirtschafts-Holding (Nöku). The Verein Welterbegemeinden Wachau association owns 26% of the shares in the GmbH.

In addition to operating the Tischlerei, a venue for small-scale cultural performances in Melk, Wachau Kultur Melk GmbH also organises two events traditionally enjoying high popularity: Melk Summer Festival and Melk Abbey Baroque Days. The programme also includes the *Wachau in Echtzeit* (Wachau in Real-time) festival in autumn, which features exclusive events for limited audiences at selected venues throughout the region.

Wachau Kultur Melk GmbH contributes to a network consisting of the region's major cultural facilities in the city of Krems, which includes the *Kunstmeile* Krems (Art Mile) and NÖ Festival und Kino GmbH, the company which puts on the festivals *Imago Dei*, *Donaufestival* and *Glatt&Verkehrt* and operates the ELit Literature House Europe, thus frequently staging events in the Wachau region. The State Gallery of Lower Austria (*Landesgalerie Niederösterreich*), which is currently being erected, is set to play a significant role in cultural education in future.

NÖ Regional GmbH The company was formed in 2015 by merging previous regional management agencies and the organisation for town and village renewal in Lower Austria. Its mandate is to coordinate regional development activities within the broad scope of Lower Austria's five main regions. Efforts focus on conventional village renewal, networking within sub-regions to encourage cooperation in business, social and municipal affairs, and on revitalising the historic centres of towns and cities.

LANIUS LANIUS is the most significant private association dedicated to nature conservation in the region. The association's members provide funding to purchase areas in the region that are valuable for nature conservation, while also working as volunteers to maintain these properties in the best possible ecological condition.

Other regional network partners

Energie- und Umweltagentur Niederösterreich (eNu) The Energy and Environment Agency of Lower Austria is concerned with all matters relating to sustainability in Lower Austria, especially at municipal level. In the area of 'nature and resources', one of the agency's responsibilities is to put in place a province-wide management system for conservation areas protected under Natura 2000. In this regard eNu plays the role of coordinator, while the Verein Welterbegemeinden Wachau association ensures implementation of conservation activities at operational level in the Wachau. Representatives of the region therefore consult on an ongoing basis with eNu and with responsible officials in the Department of Nature Conservation at the Office of the Lower Austrian Provincial Government.

Building Directorate of the city of Krems The municipality of Krems comprises one half of the population of all 15 World Heritage municipalities and, as the home of 440 objects under monument protection, is the city in Lower Austria with the largest heritage of historic buildings. After being vacant for some years, the city administration's building director position has once again been filled. The main task of the city building directorate is to safeguard this heritage of building culture and to ensure care is exercised in its further development. In addition to the measures applied in the other municipalities of the region, the city of Krems relies on its own advisory board for design advice.

ORTE Architekturnetzwerk NÖ The ORTE Architecture Network of Lower Austria is dedicated to promoting and educating the public about contemporary architecture, while offering a variety of innovative programmes and initiatives that span competing interests in the conservation and in the development of building culture. With its main offices in *Kunstmeile Krems* (Art Mile), the network is based within the World Heritage property.

Kremser Stadtweinbauverein, Weinstraße Kremstal, Vinum Circa Montem These three associations play a major role in quality assurance and in marketing the wines produced in the municipalities of Krems and Furth, which, while not part of the Wachau wine-growing region, are situated within the World Heritage area.

Inter-professional committees of the wine-growing regions Appointed by the Federal Ministry of Agriculture, the committees are especially concerned with initiatives and aspects related to viticultural policy. In the Wachau, the inter-professional committee contributes especially to the efforts of *Vinea Wachau Nobilis Districtus*, the voluntary association for the protection of the region's geographical appellation.

Verein Original Wachauer Marille

Genusregion Wachauer Marille PDO

Next to wine, the Wachau apricot is the most important agricultural product of the Wachau World Cultural Heritage. The blossoming of the apricot trees and the harvesting of the fruit are major occasions for tourists to visit the Wachau. With some 220 members, the Verein Original Wachauer Marille association is the body committed to safeguarding the Wachau apricot-growing area as a protected geographical designation of origin (PDO) under EU law, while the Genusregion (culinary region) association is concerned with marketing the apricot and ensuring the market visibility of the product throughout the year.

Whereas the area to which the PDO trade mark applies extends far beyond the boundaries of the Wachau World Heritage, the wine-growing region of the Wachau represents only part of the World Heritage area. Potential conflicts resulting in particular from the market positioning of the two products have been minimised recently through cooperation between Vinea Wachau and Genusregion Wachauer Marille within the framework of the strategic initiative Kultur.Landschaft Wachau.

Abbeys of Melk and Göttweig Schlossgut Schönbühel – Aggstein AG Kunstmühle Krems Betriebs GmbH

The two Benedictine abbeys of Melk and Göttweig are not only among Lower Austria's major tourist attractions, but with their programme of events they have also become recognised as centres of intellectual and cultural innovation. The two abbeys, along with the Aggstein castle ruins and Kunstmühle Krems, represent the World Heritage area's main destinations for day visitors.

Schallaburg KulturbetriebsGmbH Grafenegg KulturbetriebsGmbH Winzer Krems Dürnstein Abbey

The other magnets attracting visitors to the region, namely the castles of Schallaburg and Grafenegg and the Winzer Krems winery, are located just outside the World Heritage site. Cooperation with Schallaburg and Grafenegg in particular has been stepped up in recent years, with a view to forming a supra-regional network and utilising existing synergies.

The medieval town of Dürnstein, with its abbey and castle ruins, forms a unit which, more than any other day-trip destination, stands for the Wachau as a whole. Herzogenburg Abbey, which is the proprietor of Dürnstein Abbey, has been considering for some time how to sharpen the profile of Dürnstein Abbey so that it can play a corresponding role among the region's prominent day-trip destinations.

Kultur.Region. Niederösterreich GmbH

This umbrella organisation brings together a number of organisations with the special focus of promoting certain aspects of folk culture as well as cultural education in Lower Austria – in many cases on a voluntary basis. Prominent participating organisations that play a role in the World Heritage area include Museumsmanagement NÖ (the agency for museum management in Lower Austria), the *Chorszene* (choir scene) initiative and the Bildungs- und Heimatwerk (agency for education and traditional culture). Volkskultur NÖ operates the *Haus der Regionen* in the historic centre of Stein. This establishment serves as a competence centre for regional culture in Europa and a venue for intercultural dialogue.

Verein Impulse Krems Lilith – Frauenzimmer Krems

In the past 20 years these two institutions based in Krems have accumulated a great amount of expertise in working with young people and women and in integration activities. They serve the World Heritage region as a starting point and support platform for the planned establishment throughout the region of programmes for young people and women, while providing advice on the increasingly important subject of integration.

Niederösterreichische
Verkehrsorganisations GmbH
(NÖVOG)

Brandner Schifffahrt

DDSG Blue Danube

Donau Schiffstationen GmbH

Faced with the imminent shutdown of the Wachaubahn railway, the government of Lower Austria purchased the railway in 2010, giving NÖVOG the mandate of providing a tourist rail service along the entire length of the line from Krems to Emmersdorf.

This service is supplemented by Brandner and DDSG Blue Danube, the two main companies operating regular boat services on the Danube. Schiffstationen GmbH is a private company and owner of the landing stages in the region and is particularly active in organising river cruises.

Since 2010 the province of Lower Austria has awarded contracts to bus companies to provide local public passenger transport in the Wachau, referred to as Wachaulinien (Wachau Lines). Compared with the railway line, which in the end serves only one quarter of the Wachau (the stretch between Krems and Spitz), the bus lines are able to provide a far more cost-effective service. As a result, since 2010 it has been possible to fund complete local public passenger transport throughout the Wachau, with regular buses along both banks of the Danube at weekends and during school holidays.

Under a mandate from the region, the Energy and Environment Agency of Lower Austria (eNu) runs the nextbike system, providing a bicycle rental service covering the Wachau. This is supplemented by numerous private bicycle rental companies, the Danube ferries still in service and other transport service providers, making available multi-modal public transport services that cover the entire region.

Danube University Krems
Center for Architectural
Heritage and
Infrastructure

Center for Cultural
Property Protection

EUROPA NOSTRA Austria

In its teaching and research activities, the Center for Architectural Heritage and Infrastructure studies in detail the seemingly competing needs raised, on the one hand, by requirements relating to building culture and monument preservation and, on the other, by ecological, economic and use-specific concerns. Among other things, these activities involve preparing strategic measures for the economic use of historic cultural landscapes, settlement areas and infrastructures, including World Heritage properties, and for the development of such sites in line with their character.

The Center for Cultural Property Protection is committed to a practical approach in implementing and further developing the notion of cultural property protection while considering the special needs and requirements raised by UNESCO World Heritage properties. The centre's representatives make their expert skills available to private individuals, public institutions and international organisations.

The EUROPA NOSTRA Austria organisation is the national representation of EUROPA NOSTRA, an international monument protection organisation. The goals of EUROPA NOSTRA Austria include safeguarding, preserving, researching and raising public awareness of Austria's cultural and natural heritage, in its role of conveying identity within European culture – in addition to the ongoing work of digitising archive documents.

4.2.2. Important regional strategies and initiatives since 2000

The fact that the Wachau has been awarded the Council of Europe's European Diploma of Protected Areas (since 1994) as well as its inscription on the UNESCO World Heritage List (since 2000) have since 2002 led directly to active, in-depth involvement by the region and its network partners in strategies and projects which, originating in the region and steered for the most part at the grassroots level, are aimed at helping to safeguard and sustainably develop the World Heritage Cultural Landscape.

In addition to fulfilling official responsibilities, these measures are intended in particular to strengthen farms and businesses in their capacity as the backbone and driving force of the region, while also strengthening the involvement of citizens as volunteers committed to safeguarding and further developing their cultural landscape. In recent years a secondary, yet still incipient focus has emerged, which is centred on social issues, questions relating to quality of life in the World Heritage area and raising public awareness of the significance and special value of the World Heritage.

In this way more than 750 projects representing a total budget of almost EUR 63 million have been implemented

since 2002, on the initiative of the region and its partners and by using grant funding awarded to the region. To achieve this, EUR 29 million in own funds was required, which was invested by the municipalities, the region, network partners and in particular by the region's businesses.

The picture becomes even clearer when the additional contributions by the region's network partners is considered.

The table below does not include items such as funding provided to agriculture and forestry businesses between 2002 and 2007 and since 2015, practically the entire sum invested in measures for village and town renewal, the annual costs of the regional art festivals, or ongoing support provided for monument conservation by the Federal Monuments Office and the province of Lower Austria – with this sum alone equalling roughly EUR 1.5 million each year.

It can therefore be assumed that, since the Wachau was awarded World Cultural Heritage status, the region and its network partners have invested well over EUR 100 million in projects aimed at protecting and developing the World Heritage.

The strategies and many of the main activities described below are rooted in a broad base of involvement on the part of the local population and of the specialised regional institutions in each case.

Tab. 5: **Projects and initiatives from the region and financial volume since 2000**

Projects (as of June 2016)	Quantity	Volume in €	Grant funding in €
Nature and landscape conservation	170	12,761,513	12,483,229
Townscapes, building culture, sustainable settlement forms (additional measures initiated by the province of Lower Austria)	6	129,114	66,010
Agriculture and forestry, cultivating and caring for the cultural landscape	181	20,222,251	5,118,396
Tourism within the World Heritage	190	11,245,970	8,002,317
Art and culture, trades and crafts, science and research	114	12,113,883	5,681,476
Coexistence, identity, awareness, communication, regional management	108	6,247,133	2,274,095
Total	769	62,719,865	33,625,523

Main regional strategies and initiatives (selection)

LEADER+/LEADER

LAG Weltkulturerbe Wachau
2002–2007
LAG Wachau-Dunkelsteinerwald
2008–2015
LEADER Wachau-Dunkelsteinerwald
2015–2023

The foundation for the project activities in the Wachau was its recognition as a LEADER region since 2002. Specifically, until 2015 LEADER provided funding for those members of the region's staff, whose duties ultimately included taking care of the management of the property in accordance with World Heritage regulations.

As a result of LEADER alone, almost 380 projects with a total budget of about EUR 33 million have been approved and implemented in the meantime.

LIFE projects

LIFE Nature project
Wachau (2003–2008)
LIFE+ project
Mostviertel-Wachau
(2009–2014)
LIFE+ project
Auenwildnis (Wild Floodplain)
Wachau
(since 2015)

Alongside LEADER, the region successfully applied on three occasions for funding from the EU LIFE programme to implement major nature conservation projects. Due to the magnitude of the projects, extensive networks were established in each case to carry out activities. The participants in each of the projects were the province of Lower Austria, via donau Austrian Waterways, the Lower Austrian Fisheries Association, the Federal Ministry of Agriculture, Forestry, Environment and Water Management, the LANIUS association, and several of the municipalities hosting project sites. Fifty per cent of funding came from the EU. All three projects were concerned in detail with restructuring the free-flowing course of the Danube and rejoining branches and distributaries for ecological reasons. Another focus was the maintenance of the Wachau's dry grasslands, which are valuable in respect to conservation. The first of the three projects also included several measures aimed at preserving and restoring the natural condition of forested slopes in the regions, while the third project focused on establishing and restoring the state of floodplain forests.

About EUR 11 million has already been or will be invested by 2020 within the framework of LIFE Nature and LIFE+ projects in the Wachau dedicated to nature conservation, landscape conservation and the preservation of one of the last remaining free-flowing sections of the Danube in Austria.

Schutzgebietsnetzwerk (Conservation Areas Network) Wachau–Thayatal–Donauauen (currently approved until 2017)

An application for a cooperation project was submitted jointly with the Thayatal and Donauauen national parks in mid-2015. The main objective of the project is continued maintenance of the dry grassland areas in the Wachau region. Cooperation with the national parks affords at the same time the opportunity to work with two highly professional stakeholders in Lower Austria and share experience in managing conservation areas.

Danubeparks

Network of approx. 20 nature
conservation areas
along the Danube,
network management with
Donauauen National Park

The Danubeparks collaboration emerged in 2014 from a network established as part of two previous INTERREG South East Europe projects. The association comprises some 20 nature conservation areas in all countries bordering on the Danube with the exception of Ukraine.

A member since 2015, the Wachau has been actively involved in planning the details of a third INTERREG project, this time under the EU's new Danube Territorial Programme. The project has been approved and started in early 2017. The Wachau will specifically contribute its experience gathered in the maintenance of dry grasslands and in the restoration of the branches and distributaries of the Danube to their natural condition.

It is also planned to use this forum to gain support at international level, both in the interests of preserving the free-flowing section of the Danube in the Wachau, and in order to give equal priority to the function of the Danube in its roles as an ecosystem compared with its role as an area of economic and transport activity.

General Examination of the Compatibility of Settlement Expansion with Landscape in the Wachau

Office of the Lower Austrian Provincial Government, Dept. of Regional Planning and Policy, July 2006

The study investigates in depth the conditions that support compatibility of settlement expansion with landscape concerns in the Wachau. The result is a checklist that enhances transparency in the evaluation of planned settlement expansion and simplifies such evaluations. A system of categories is proposed that allows a comparison of varying evaluation results.

The results of the study, performed as part of a pilot project for the Wachau, have been applied province-wide by Lower Austria since 2006 to evaluate the local planning programmes and zoning plans submitted by the municipalities.

Wachau Zones pilot project

Steering of townscape development Arbeitskreis Wachau Dunkelsteinerwald Regionalentwicklung jointly with the province of Lower Austria

Basis: Lower Austrian Regional Planning Act (*NÖ Raumordnungsgesetz*) of 2014 (Art. 30 Par. 2)

Since 2010: five municipalities of the Wachau World Heritage to date

As an instrument to ensure the preservation of cultural building heritage, an expert group with representatives from the Lower Austrian government and the Federal Monuments Office has developed jointly with Wachau–Dunkelsteinerwald Regionalentwicklung the concept of ‘Wachau Zones’, initially for five pilot municipalities.

This system of protected zones, attuned to the special features of the cultural landscape, allows numerous additional specifications to be made beyond the general rules defined in the development plans; such specifications ensure preservation of the buildings characteristic of the particular townscape but without impeding either contemporary forms of use, new construction, or building additions or expansion. Staking out Wachau Zones has also led to increased building research and to more detailed technical consultations with parties applying for building permits and with municipalities.

ViTour

European network of the managements of World Heritage vineyards
Founded in 2007

The network has completed two INTERREG projects to date. The Wachau participated in the second project, which was concerned with exchanging best practices in a wide area related to World Heritage management and the preservation of viticultural landscapes. The network is currently planning further projects in the area of World Heritage tourism and the monitoring of World Heritage properties.

The network currently consists of 14 cultural landscapes in Austria, France, Germany, Hungary, Italy, Portugal and Switzerland.

Codex Wachau

In 2006 Vinea Wachau revised its original rules of conduct to render them even more stringent; the revised Codex was subsequently communicated to customers and representatives of specialist media through a large-scale campaign.

The Codex Wachau details the principle of origin as strictly applied in the Wachau’s viticulture while excluding the use of any modern techniques or chemical processes to modify the wine’s composition. In this way, a strong context is created which relates the wine to the landscape, the terroir, the vintner and the customer and which largely explains the effort and expense involved in producing wines within the World Heritage region and provides justification for the prices predominantly charged by Wachau vintners.

The higher level of prices for Wachau wines, while resulting from the special conditions facing viticulture, is, in turn, the central factor in maintaining the economic viability of wine production in the Wachau Cultural Heritage.

Wachau Souterrain Wachau Quality Campaign

Wachau Souterrain (Beneath the Wachau's Soil) is a publication presenting the most comprehensive summary ever written on the factors of geology, climate, soil, vines and viticulture in the Wachau. For over a decade Vinea Wachau has also been educating its members on topics relating to viticulture and viniculture and on optimising wine production to render it even more sustainable.

A long-term research project to investigate soil moisture and water management was also initiated in cooperation with the Federal College of Viticulture and Pomology in Klosterneuburg.

myWachau app

Vinea Wachau
<http://www.vinea-wachau.at/mywachau>

The idea behind the app was to equip the Wachau's vintners with a tool enabling them to actively manage direct sales from their wineries. The first version of the app was developed and funded within the framework of ViTour Landscape, based on an idea contributed by the World Heritage region of Lavaux, Switzerland.

The current version of the app allows users to embark on a virtual tour to discover in detail the wine-growing region of the Wachau. An interactive map can be viewed, displaying information on wineries, *Heuriger* wine taverns and individual vineyards (including position, sun exposure, size, terrace formation, aspect, altitude, slope gradient and selected soil profiles). The app also provides dining tips for recommended restaurants in the region. It contributes to educating the public about the singular value of viticulture for the Wachau.

Cross-sectoral plans and specialised tourism studies

Even before its recognition as a LEADER region and especially during the initial period of the LEADER programme, a number of tourism studies on cross-sectoral and specialised topics were commissioned. Many of the findings of the studies have been implemented and their effects continue to this day; examples include numerous projects in the nature park and the annual Spitzer-Graben-Fest festival as well as the World Heritage Trail and hiking in the Wachau and in the area in general.

- Dürnstein/Wachau Master Plan (2001)
- Wachau World Garden Framework Study (2002/2003)
- Tourism Strategy Plan for the Wachau South Bank (2003)
- Jauerling-Wachau Nature Park Framework Plan (2004)
- Jauerling-Wachau Nature Park Strategy (2006)
- Tourism Strategy Plan for Spitzer Graben (2007)
- Wachau Mobility Plan (2009)
- Development of the Dunkelsteinerwald Tourism Sub-Brand (2009–2011)
- Tourism Information Management in the Wachau (2010)
- Supplementary medium and long-term master plan for the Dunkelsteinerwald Sub-Region (2011)
- Impact of the age structure in the accommodation sector of the Wachau on the future development of tourism and economy (2013–2014)
- Cultural Tourism Strategy and Programme Development for the Wachau South Bank (since 2016)

Wachau 2010 plus

Strategic programme
of the province of Lower Austria

Cultural tourism campaign involving various projects completed in the period 2009–2016 in cooperation with provincial government departments, the Wachau region, individual municipalities and with bodies and associations organising cultural events.

The main projects included the new transport plan for the Wachau (bus lines, bicycle rental system and e-mobility), the Wachau World Heritage Trail, a quality campaign among Wachau businesses ('Best of Wachau'), the establishment of a shipping and World Heritage centre in Krems-Stein, and numerous artistic and cultural projects.

Over EUR 15 million in total was spent on concrete projects. Many of the initiatives arising from Wachau 2010 plus will continue even after the programme comes to an official end in late June 2016.

Wachau World Heritage Trail

Inaugurated in 2010

The Wachau World Heritage Trail (*Welterbesteig Wachau*) is a 180-km long-distance trail leading through the Danube Valley and the vineyard landscape of the Wachau. In 14 stages and along historic paths, the trail links the Wachau municipalities within the UNESCO World Heritage of the Wachau and guides visitors past all significant sites of interest in the World Cultural Heritage.

Together with the seven stages of the Jauerling Circuit (in the nature park) and the 13 stages of the Dunkelsteinerwald Circuit, in recent years a hiking centre has been developed in and around the Wachau World Heritage that is the largest in Central Europe outside the Alps. Hikers are among the visitors most warmly welcomed in the region, as they bring with them great respect for the unique qualities and values of the World Heritage Cultural Landscape when they visit the region.

Krems-Stein shipping centre and Wachau World Heritage Centre

Inaugurated in 2011

Visitor centre with artistically designed panels providing valuable information on the municipalities of the Wachau and the many facets of the World Heritage Cultural Landscape.

The World Heritage Centre makes it possible to quickly convey an impression of the World Heritage to large visitor groups, while also inviting people to become more closely acquainted with the World Heritage at the visitor centre and at the location itself by visiting the cultural landscape.

Wachau.Hiata

Wine and Hiking Guide in the
Wachau

Diploma course by the Institute of Continuing Rural Education (LFI) in cooperation with LFI NÖ, Arbeitskreis Wachau – Regional-entwicklung, Vinea Wachau, Jauerling-Wachau Nature Park, Donau NÖ Donau NÖ Tourismus GmbH

Participants are trained to hold workshops or courses on the topics of viticulture and viculture, nature conservation and hiking tourism in the Wachau.

The wine and hiking guides should act as ambassadors of the UNESCO World Heritage, conveying to widely varying groups an understanding of issues related to the development and functioning of nature, culture and traditional agriculture.

**Quality Partners
Wachau World Heritage
'Best of Wachau'
quality seal**
Start: March 2010
Donau Niederösterreich
Tourismus GmbH in
cooperation with Arbeitskreis
Wachau – Regionalentwicklung

'Quality Partners' are businesses that meet strict criteria in the way of atmosphere and surroundings, and dining and beverage culture. Members are committed to very high quality standards and to preserving time-honoured traditions and cultural identity, for example as expressed in home-made specialities using regional products. Best of Wachau hosts aspire to serve up World Heritage 'live' for their guests to experience.

Currently comprising 55 businesses, the group represents the very summit of quality in Wachau tourism. Especially for the region's cultural organisations as well as for wineries, the Best of Wachau businesses are the preferred cooperative partners for dining and accommodation, a situation which further contributes to strengthening regional economic structures.

**Wachau World Heritage
guidance system**
Implemented since 2013
by: Arbeitskreis
Wachau – Regionalentwicklung
Donau NÖ Tourismus GmbH

Tourist signs and information points are designed uniformly in all Wachau municipalities, in the Jauerling-Wachau Nature Park and in Göttweig Abbey, with the use of 'Wachau green' as a colour theme that guides visitors and serves as a visual marker for the World Heritage. The information points provide details of themed routes, the region in general, the public transport system, the World Heritage Trail as well as the villages and municipalities and their businesses catering to tourists.

**Wachau in Echtzeit
(Wachau in Real-time)**
Regional cultural festival by
Wachau Kultur Melk GmbH

Since 2012, a festival of art and culture has taken place each year in October and November.

One of the aims of the festival, with events taking place at many smaller locations all over the Wachau World Heritage, is to provide interested visitors with an opportunity to experience the Wachau during a season which, while not normally associated with tourism, nonetheless leaves memorable impressions, thereby creating a direct opportunity for extending the Wachau tourist season.

Wachau Youth Forum

A broad programme of community involvement events targeting the region's young residents was held in 2013 and 2014. Following a series of workshops at less central locations, which were, unfortunately, not well attended, young people were invited by letter to specifically attend a one-off, one-day youth forum.

The event took place in July 2014 at the charterhouse in Aggsbach Dorf, with a total of twelve participants in attendance. To follow up, three additional workshops were held at selected schools in the region. The results of the consultations were recorded and have been included here as well as in the LEADER strategy.

**Wachau-Dunkelsteinerwald
Asylum and Integration
Coordination**

The flow of refugees in late 2015 presented previously unknown challenges, not only to the region's municipalities but also and especially to the resident population, which proved more than willing to assist.

Among the activities is an initiative, in cooperation with the Impulse Krems association and the city of Krems, to prepare this network of volunteers for their duties and provide support through social workers.



Fig. 39 Beach on the Danube in the Wachau

5. Potential risks and perspectives

The following chapter describes the special challenges to the future of the Wachau World Heritage and the potential risks. The objectives and measures listed in this Management Plan have been aligned with the goal of addressing these risks while strengthening the perspectives that could make a positive contribution to holistic development of the region.

5.1. Population growth

The overall population of the Wachau is forecast to grow only minimally by 2030, with the outlook varying considerably from one municipality to another. Slight growth is expected for the city of Krems and the surrounding district, while the populations in municipalities farther to the south and west are predicted to shrink slightly, mostly due to relocation but also to the ageing of residents. Under-use and over-use of land result in varying levels of pressure to develop and use land within the region. Correspondingly, varying measures based on a special consideration of local conditions should be planned in all fields of action.

Maintenance of cultural sites and of the landscape within the World Heritage will be affected to some extent by the growing proportion of elderly individuals in relation to the overall population, to the extent that it may not always be possible to find successors to take over businesses, especially in the vital sectors of tourism and agriculture. Measures should be identified to counteract this trend, specifically by offering young people more prospects in the Wachau (for instance in the areas of housing and employment).

5.2. Pressure to use and develop land

Townscapes, building culture, sustainable settlement forms

The possibilities for developing settlements are greatly limited by the natural conditions. Parts of the region are situated unfavourably in terms of access to the population centres. It is often not possible to get people to build on land in suitable locations that has been zoned

for building use. This leads in some cases to inordinately high property prices. Challenges are posed by the need to make affordable housing available and to ensure the use of existing dwellings without endangering the typical layout of towns and villages. The municipalities are confronted with a particularly delicate balance of interests between development possibilities and building culture, while not all applicants for a building permit, or even the firms doing the building, are adequately aware of the quality standards implied by inscription as a World Heritage.

It also needs to be considered that not even in a World Heritage area is it possible to restrict, on the basis of the World Heritage status, existing rights held by third parties; examples here include certain types of registered land use that have previously been valued based on existing property and building rights. In general, consideration needs to be given to such previously existing rights, which – from today's perspective – are not always compatible with World Heritage status.

Dealing with the issue of settlement development at a strategic level correspondingly represents a major aspect of the measures defined in this Management Plan. The risk described above is to be minimised through a combination of transparent regulations, opportunities to provide advice and awareness-raising campaigns.

Agriculture and forestry and landscape conservation

By making sustainable use of the landscape, traditional agriculture and forestry has preserved its typical appearance as well as the values inherent in the cultural landscape that have evolved over centuries. High priority is consequently to be given to ensuring the economic

viability of agricultural operations. Agricultural production is frequently pursued as a secondary occupation, with the exception of viticulture, which is a successfully established branch of agriculture, and several successful fruit farms and Christmas tree nurseries.

With prices generally at a low level, conventional farming is faced with substantial pressure to change. There is a risk that even more farms will have to be shut down, as the rural agricultural population continues to grow older with no successors to take over. As an immediate consequence, the value of the landscape would be diminished as a result of the loss of open areas and through encroaching forests.

Working the steep vineyard terraces using traditional methods, while involving effort and expense, does however yield grapes and wines of extraordinary quality. By positioning their product using the brand strategy described above, the Wachau's vintners have until now been able to avoid any loss of vineyard area, even on the terraces – unlike most other comparable wine-growing regions. This is a key factor in the authenticity and integrity of the World Heritage property.

The Management Plan consequently sets out goals and approaches aimed at safeguarding the economic viability of agricultural operations with their special farming methods, as well as awareness-raising and training measures for preserving the cultural landscape and ensuring sustainable production methods.

Tourism

As a holiday and excursion destination, the Wachau is very widely known, so that the number of visitors is correspondingly high. Visits continue to be concentrated on certain attractions in the Wachau, while other sites, mostly in the 'fringe areas', see few visitors. At the same time there is a risk that some tourist attractions will be 'over-used' and others 'under-used'.

Tourists visit the Wachau only during the summer season, from April to October. While May, June and September are becoming increasingly popular for tourism, heatwaves are becoming more frequent in the main summer months when guests traditionally visit, for instance to cycle along the Danube, which is putting noticeable pressure on the tourist industry during that season.

Investing in additional tourist destinations in less frequently visited parts of the region should relieve pressure from destinations now counting large numbers of tourists and at the same time help to increase the average length of stay, which at about two nights per arrival continues to be rather short. At the same time efforts will be made to develop the facilities on offer specifically to extend the season at its end and into the pre-Christmas period.

Based on the Management Plan, action will be identified to respond to the potential risks to the appearance of the landscape that is posed by the construction of large-scale tourism infrastructure; such action includes defining objectives and measures for preserving traditional townscapes, applying processes to encourage building culture, and using sustainable building methods that minimise landscape and resource use.

5.3. Environmental impact, climate change and natural disasters

Without a doubt, climate change also represents a challenge to traditional land use for farming and forestry in the Wachau World Cultural Heritage. A number of steps have already been taken by wine-growers to ensure that the special qualities of the Wachau's wines will continue to be preserved in future. For apricot growers, at least, the rising temperatures are not a problem since this produce has up to now been grown here at the fringe of the climate zone; instead, the real threat comes from the increased likelihood of extreme weather conditions (sudden frosts, earlier and heavier thunderstorms, and so on). The Management Plan therefore proposes that appropriate consideration be given to the effects of climate change and that a general resilience strategy be prepared for the agriculture and forestry industries.

In response to the once-in-a-hundred-years flood event in 2002, all municipalities bordering on the Danube have drawn up plans to ensure permanent protection from flooding, not least with the aim of protecting cultural monuments and valuable buildings and ensembles. The plans were coordinated at regional level and reviewed by experts from the perspective of landscape appearance and the UNESCO World Heritage to ensure compatibility of flood protection measures with landscape conservation, while the Arbeitskreis Wachau working group

guided the process in consultation with federal and provincial authorities. The more recent once-in-a-hundred-years flood in 2013 led to accelerated implementation of the plans.

5.4. Securing funding

With public bodies in general facing a difficult financial situation, less funding is now available for grants and investments compared with previously. This situation entails a risk of inadequate funding or of obstacles to funding for key projects and measures (such as renovations of the building heritage or landscape conservation) and, even more so, for innovative plans and projects in the region's fringe areas.

The Management Plan specifies the establishment of an administrative and organisational structure, along with the responsible roles, to ensure a funding base and the continuation of federal and provincial support at the level provided up to now. The Management Plan is intended to assist the responsible parties in targeting their efforts and to centre on projects generating sustained impact.

5.5. Further challenges

Art and culture and traditional knowledge

In recent years in particular, investments have been made in contemporary art and in numerous events in line with the notion of a 'living Wachau'. Such an abundance of contemporary art in public spaces is practically without comparison among World Heritage cultural landscapes. There is nonetheless a lack of networks and professional structures for transferring knowledge of regional history and for passing traditional handicrafts to future generations. Support is correspondingly to be given in future both to further developing contemporary art and culture and to traditional folk culture.

Nature and landscape conservation

Considerable investments have been made in the Wachau World Heritage in the past 15 years towards improving environmental conditions in the region. Many

of these projects could only be realised thanks to the support of the property owners affected and the assistance of the general public. The festivities taking place around the conservation projects are an indication of the high priority given by the population to nature and landscape conservation.

At the same time this implies a commitment to continue to invest in the ecological condition of this highly sensitive region and to promote educational activities in the area of nature and landscape conservation, so that the generations to come are aware of and dedicated to these concerns.

Cultural landscape and energy

Particularly in protected areas such as the World Heritage, much sensitivity needs to be exercised when weighing the arguments for using renewable sources of energy to produce power. Large-scale solutions have the potential to endanger the characteristic appearance of towns, villages and landscapes. With small-scale solutions not yet far enough advanced technically, solutions should therefore continue to be investigated in light of their compatibility with World Heritage principles and implemented on a step-by-step basis. Even the historic cores of towns and villages will not be able to do without alternative sources of energy in future. Yet energy standards, which are specified at a higher level of government, conflict in some cases with the requirements of monument and townscape protection.

The objectives and measures specified by the Management Plan in relation to 'townscapes, building culture and sustainable settlement forms' are intended to help ensure that improvements in energy efficiency go hand in hand with respect for the fabric and appearance of buildings.

Education and life-long learning

Only few opportunities for continued education exist outside the cities of Krems and Melk. Previous initiatives to bring educational programmes directly to the municipalities have been suspended for the time being due to lack of funding. The World Heritage should be taken as an opportunity to rekindle the initiative for continued education programmes, especially those relating to the World Heritage.

6. Guidelines for the Wachau World Heritage

The Wachau has been classified by UNESCO as a 'continuing landscape'. Annex 3 Paragraph 10 (ii) of the Operational Guidelines for the Implementation of the World Heritage Convention describes this category as follows:

- Such a landscape retains an active social role in contemporary society.
- The evolutionary landscape process is still in progress.
- The landscape is at the same time closely associated with the traditional way of life and exhibits significant material evidence of its evolution over time.

Paragraph 89 of the Operational Guidelines specifies that relationships and dynamic functions that are present in cultural landscapes and are essential to their distinctive character should be maintained. This implies not only the right but even the obligation to develop World Heritage cultural landscapes in line with the principles of moderation and sustainability. Therefore, it is in many cases neither possible nor desirable to separate aspects related to protecting and preserving a World Heritage cultural landscape from those related to its development. Providing protection often brings with it an opportunity for development, just as development frequently gives rise to an opportunity for providing protection. Hence, in accordance with its conception, this Management Plan should be viewed as an integrated protection and development strategy.

In line with the duty to "adopt general policies to give the heritage a function in the life of the community" and to "integrate heritage protection into comprehensive planning programmes" (Operative Guidelines Paragraph 15 (b) and (c)), comprehensive guidelines for future use of the World Heritage are defined in the following.

6.1. Preserving and maintaining the World Heritage

Its status as UNESCO World Heritage obliges the Wachau to safeguard the condition and value of the goods under its protection. This entails protecting the cultural landscape that has evolved over the centuries and continuing to develop it with care.

The Wachau is specifically called upon to preserve the main elements defining its landscape, that is, the dry stone wall terraces cultivated for the purpose of wine and fruit-growing, the diversity of the landscape's uses, and the Danube as a free-flowing river, while at the same time retaining compact settlement areas. Consequently, the basis of all further settlement policy is to consciously care for and maintain the Wachau's distinctive settlement and cultural landscape.

The protection category as UNESCO World Heritage is perceived as a positive element within the regional identity. Recognition as World Heritage is both a maxim and a reinforcing factor in the endeavour to steer the Wachau's regional development along a path that roots it in and enmeshes it with the region and ensures that it is sustainable and congruent with the region's small-scale structures.

The essential consideration is that each and every activity within the World Heritage area should be distinguished by superior quality standards or at least aspire to such standards. Continued development of these qualities, in community and in line with the principle of sustainability, will yield continuity, identity and quality of life in the Wachau.

6.2. Protecting the World Heritage 'through use'

The Wachau World Heritage Cultural Landscape is first and foremost a place to live and work. The main concern of the roughly 18,000 people permanently residing in the core zone and the just under 9,000 residents of the buffer zone is that they are able, as far as possible, to meet their needs in life within the region or at least in close proximity to it. Preserving this shared heritage requires effort by all stakeholders in the region. These are the individuals ultimately responsible for preserving and developing their World Heritage Cultural Landscape with commitment, a willingness to innovate and great pride in their shared heritage.

Ultimately, however, the preservation of almost everything at the core of the Wachau World Cultural Heritage depends on its being associated with a use. Buildings, vineyard terraces, roads and paths, recreational facilities, forests and dry grasslands – all of these assets will be maintained only for as long as there is an interest in their use. A residential building that is no longer inhabited cannot be maintained in the long run. The most efficient form of protection is to further develop the building in keeping with contemporary standards, but also with great respect for the building fabric and its distinct historical features, thereby ensuring that people will continue to live in the building long into the future.

Similarly, the Wachau can be best protected and maintained if it develops an identity as a residential, commercial and recreational area with a high quality of life, and where interests in historical values and in renewal and progress complement and feed one another. The region's qualities and resources will not be exploited but instead maintained and further developed through conscientious forms of economy. Sustainable economic activity will predominate in all sectors.

Tourism, agriculture, crafts, trades and commerce will coordinate efforts and utilise synergy effects. Traffic and transport will be organised in keeping with environmental principles.

6.3. My World Heritage: learning to appreciate values

Residents and visitors alike will appreciate the value of living, staying, working or relaxing in a unique cultural landscape. The regional stakeholders are aware of the benefit to be gained for all by protecting and sustainably developing the Wachau Cultural Landscape with its universal significance.

The qualities of the World Heritage Cultural Landscape are determined and guaranteed to a high degree by the efforts of the local population and the care they exercise. It is consequently necessary to raise the awareness of the significance of the World Heritage among the population, in the short term among the propagators in the community as well as, in the medium and long term, among children and young people as the future generation of decision-makers. High priority will be given to communicating the topic of the World Heritage to the public in positive terms, to bring to the fore the benefits and opportunities presented by the World Heritage.

Some of the municipalities in the Wachau are threatened with losing residents through relocation. In view of this fact it is especially important to draw young people into activities to shape the World Heritage – specifically pupils at local schools, university students and young people completing vocational training.

Concerns related to the World Heritage occasionally compete with other notions of space use; examples here include plans for more intensive use, for residential, commercial or tourism development, for technical infrastructures serving traffic and transport or waste management, as well as objective and subjective ideas about the future of the World Heritage. Here, compromises with broad support are needed in order to resolve conflicting interests. To reach such compromises, it is necessary for residents, policymakers, planners and businesses to maintain an ongoing dialogue. The World Heritage management serves as a platform for this dialogue.



Fig. 40 'Wachau laboratory', exhibit room at Melk Abbey secondary school

7. Action areas

Preparing by building on existing resources

A significant part of the objectives and regulations related to protecting and developing the World Heritage have already been set out in existing mission statements and planning documents and can therefore be regarded as affirmed and up to date. Many of the sectoral objectives, measures and projects listed under the action areas involve building on past achievements, ensuring continuation of positive developments previously initiated and further developing these resources while considering elements that have proven effective in the past. Objectives and measures that refer to existing bases are designated in the following text with square brackets:

- [1] Cf. The World Heritage, Documentation for the Nomination of Wachau Cultural Landscape, 1999
- [2] Cf. *Leitbild Arbeitskreis Wachau (Arbeitskreis Wachau – Mission Statement), current version as of 2014*
- [3] *Generelle Untersuchung der landschaftlichen Verträglichkeit von Siedlungserweiterungen in der Wachau (General Examination of the Compatibility of Settlement Expansion with Landscape in the Wachau), 2006*
- [4] Cf. LEADER, *Lokale Entwicklungsstrategie (Local Development Strategy) 2014–20*
- [5] Cf. Information on Natura 2000 management of the ‘Wachau-Jauerling’ area (pursuant to Birds Directive) and ‘Wachau’ area (pursuant to Habitats Directive) and Natura 2000 management plans, 2009
- [6] Cf. VITOUR LANDSCAPE, Report on the technical seminars held as parts of the Interreg IVc project
- [7] Tourism in the UNESCO Management Plan and in the regional development strategy, analysis section, 2007
- [8] Cf. Lower Austria 2020 Tourism Strategy
- [9] Basic principles of Donau Niederösterreich Tourismus GmbH
- [10] Cf. *Rahmenstudie Weltgarten Wachau (Wachau World Garden Framework Study), 2003*

Breakdown of objectives and measures by action area

The objectives and measures were broken down according to action areas with special relevance for the Wachau World Heritage and subsequently agreed with the network partners previously active in those areas.

Objectives and approaches to measures are listed for these action areas:

- Nature and landscape conservation
- Townscapes, building culture, sustainable settlement forms
- Agriculture and forestry, cultivating and caring for the cultural landscape
- Tourism within the World Heritage
- Art and culture, trades and crafts, science and research
- Coexistence, identity, awareness, communication

The result is a catalogue of objectives and measures, which provides the World Heritage management with a framework for aligning future efforts and for defining main responsibilities.

Specific projects are to be planned jointly with network partners along the lines of the objectives and measures listed and subsequently implemented to the extent permitted by available funding and human resources. In such projects, it is important to follow a cross-sectoral approach. It is crucial for the partners to consult and coordinate activities when planning and implementing projects involving different action areas.

The catalogue of measures also contains information on the achievement timeframe – as considered possible and as targeted from today’s perspective.

Timeframe	Achievement
Short-term	2–3 years
Medium-term	3–7 years
Long-term	More than 7 years, although preparations and planning can already be started in the short term in some cases
Ongoing	Previously initiated, continued work required



Fig. 41 'Wachau Volunteers' working on landscape maintenance

7.1. Nature and landscape conservation

7.1.1. Current situation and principles

As it flows through the Wachau, the Danube breaks through the most south-easterly part of the Bohemian massif, the foothills of which become the Dunkelsteinerwald forest along the south bank. The region has a favourable climatic position and the geography is finely structured with many little side valleys; the highest point is the Jauerling (960 m). Close-to-natural, ancient forests cover the landscape, especially on the steep slopes above the Danube.

New landscape ecosystems are constantly being formed due to the sharp bends in the Danube and the hills bordering on the river, which rise, very steeply in part, to heights 400 to 500 metres above river level. The Wachau's unique appearance results from transitions between river, forest and dry grassland landscapes within small areas, and from the mosaic formed by vineyards, orchards and compact settlement structures. The system of terraces and the stone walls play an important role here as elements.

Apart from the Donauauen National Park, the Wachau is the only other free-flowing section of the Danube in Austria. It is in the very best interests of all parties concerned to put aside, once and for all, any plans to erect a power plant on the Danube. This is also a condition for the continued renewal of the European Diploma of Protected Areas.

Remnants of the original floodplain landscapes can still be found along the Danube, in the form of distributaries fed by the river, natural ponds and softwood forests, such as the Pritzenau woodland near Rossatz, as well as the hardwood forests across from Schönbühel. Even though these floodplain habitats continue to be influenced by changing water levels, intensive forestry use means that their condition is not well preserved everywhere.

The ongoing LIFE+ project Auenwildnis (Wild Floodplain) Wachau has been addressing this issue since January 2015 through efforts to preserve and further improve the floodplains' ecological functioning and diversity of species. The region is also a member of the Danubeparks international network of conservation areas.

The Wachau's biodiversity is significant by international standards, due to the largely original habitats and close-to-

natural woodlands, the shallow water zones along the free-flowing Danube, the remnants of floodplain woodlands and the countless open dry habitats. The close intermeshing of these various habitats results in sites that are highly valuable in terms of ecology due to the great abundance of different species, some extremely rare, within a small area.

The Natura 2000 site (areas pursuant to the Habitat and Birds directives) comprises this habitat (the Danube Valley between Melk and Krems, including the bordering hills). The zoological significance of the region as part of the European Natura 2000 network is attributed in particular to the populations of fish species listed in the Habitats Directive and to the incidence of saproxylic beetles. The nursery roosts of the greater mouse-eared bat are also significant by international standards. For ornithologists too, the region is distinctive for its wide diversity of species (including the woodlark, the Syrian woodpecker and the red-backed shrike). The Danube itself represents an important route as well as overwintering and resting grounds for migratory water birds.

The major LIFE projects supported by the EU are primarily concerned with restoring ecological conditions on the Danube and surrounding bodies of water. The dry grassland zones, also maintained as part of the Wachau LIFE Nature project, are tended today by professional landscape gardeners as well as dozens of volunteers from all over the world, assisting for example in the multi-award winning project Wachau Volunteer.

7.1.2. Main objectives

- ▶ The Wachau's natural values will be permanently protected. The diversity and the ecological viability of the Wachau's characteristic species and habitats as well as of the Danube and its backwaters in their function as natural habitats will be safeguarded. [2]
- ▶ The characteristic elements defining the landscape of the Wachau will be preserved, specifically the Danube as a free-flowing river, the dry stone wall terraces cultivated for the purpose of wine and fruit-growing, the dry grasslands, and the general diversity of the landscape's uses, while at the same time retaining compact settlement areas. [2]
- ▶ Residents and visitors will be educated in the unique aspects of the Wachau's natural and landscape assets and in the importance of nature and landscape conservation.

7.1.3. Subordinate objectives

- > Preserving the Danube as a free-flowing river remains the main concern. Efforts will be made to identify ways of achieving compatibility between ecological objectives and those related to transport. [5]
- > The ecological functioning and diversity of species of the Danube, its branches, shore zones and floodplain woodlands will be preserved and further improved. [2] [4]
- > Main elements of the open landscape, such as meadows and dry and semi-dry grasslands, will be preserved and maintained to fulfil their ecological and landscape functions. [1] [4] [5]
- > The natural and close-to-natural forests with their diversity of species will be preserved, while considering their importance in terms of economic and recreational value. [2] [5]
- > A local conservation area management team will implement measures aimed at achieving nature conservation goals in the World Heritage.
- > The Jauerling-Wachau Nature Park will be further established as a model for efforts towards integrated nature and landscape conservation. [4]

7.1.4. Suitable measures

Ongoing measures
(continuation of
measures previously
initiated)

- Additional programmes, conducted jointly with appropriate partners along the entire Danube, to provide information and shape opinions in relation to the significance of preserving the free-flowing sections as zones with special value for ecology and the landscape
- Continued implementation of the via donau framework plan to create gravel islands in the Danube in order to protect spawning areas from wave-pounding
- Planning and implementation of additional flood control facilities based on design principles as stipulated
- Implementation of measures planned as part of the Auenwildnis Wachau LIFE+ project, focused on interlinking old branches along the Danube and improving the ecological condition of the floodplain woodlands
- Continuation of the strategy proven effective for keeping clear open landscapes that are valuable from a conservation viewpoint but cannot be cultivated economically: maintenance by professional contractors and volunteers, further trials for establishing alternative methods (e.g. as pasture land)
- Preservation of deadwood-rich forests composed of existing trees and close-to-natural species
- Funding for sufficient local labour capacity to manage nature conservation measures (conservation area management); consultation in this regard with the competent offices of the province of Lower Austria and exchange of expertise with other conservation areas in Austria and other countries (e.g. the national parks in Lower Austria or the partners in the Danubeparks network)

Short-term
implementation

- Evaluation and revision of the current nature park strategy based on the key areas of the Austrian national nature park strategy
- Detailed plan for expansion and further development of programmes aimed at educating the public through experience of nature and related areas

Medium-term
implementation

- Detailed plan for preserving the open landscape affected by agricultural activity, specifically within the Jauerling-Wachau Nature Park and Dunkelsteinerwald
- Establishment of an educational programme centred on forests and nature in the vicinity of the Jauerling peak
- Implementation of the other priority measures stipulated in the nature park strategy
- Selective monitoring of the effectiveness of measures to maintain dry grasslands

Medium-term implementation
(continued)

- Implementation of the plan for expansion of educational activities in the area of nature conservation, such as creating additional programmes, training of additional conservation education staff or designing related information materials

Long-term implementation

- Detailed plan of focus areas as well as implementation of priority measures to improve sustainable and ecological forest development
- Set up landscape maintenance company (e.g. sheep grazing)
- Evaluation of previous plans and development of new strategic plans for continued nature conservation in the World Heritage beyond 2020

7.1.5. Stakeholders active in the action area

The main stakeholders active in the action area include in particular:

- Verein Welterbegemeinden Wachau association
- Arbeitskreis Wachau Dunkelsteinerwald Regionalentwicklungs GmbH
- Office of the Lower Austrian Provincial Government, in particular the Regional Planning, Environment and Transport Division, Nature Conservation Department (RU5), and the Water Division, Hydro-Engineering Department (WA3)
- Natura 2000 conservation area management by the Energy and Environment Agency of Lower Austria (eNu)
- via donau – Österreichische Wasserstraßen GmbH
- Lower Austrian Fisheries Association
- Jauerling-Wachau Nature Park
- Farming and forestry businesses, in particular wine and fruit-growing and related regional associations and representation bodies
- Forestry businesses active in the region and small forest owners
- Volunteers, interested members of the public, specialist associations such as the LANIUS conservation association
- Conservation organisations such as Birdlife, WWF

Cooperating partners will be invited to participate based on the particular measure.

Potential partners for continuing, developing and implementing measures include:

- Specialist institutions active in science and research, such as universities, universities of applied sciences
- Other organisations and initiatives active in nature and landscape conservation
- Wachau municipalities
- Donau Niederösterreich Tourismus GmbH



Fig. 42 View of the Rossatzer Au floodplain and beyond towards Dunkelsteinerwald and the hills of the Waldviertel region



Fig. 43 Göttweig Abbey, renovation of the church roof

7.2. Townscapes, building culture, sustainable settlement forms

7.2.1. Current situation and principles

A major factor contributing to the awarding of UNESCO World Cultural Heritage status is the characteristic appearance of towns, villages and landscapes. Townscape protection, building culture and a sustainable system of settlements are very important for the Wachau, and these aspects have to be consistent with World Heritage.

Even though the core area of the cultural landscape has been only slightly impaired by random settlement development and grassland projects, some building developments have been the subject of controversy and some have led to conflicts.

Government planning is one means of shaping development to be sustainable and preserve cultural assets. This includes actively using existing planning instruments (local planning programmes, zoning plans and development plans), applying monument protection and landscape protection laws, and supporting initiatives by the competent authorities to expand the set of instruments for ensuring townscape protection.

In the course of this, consideration is to be given to the established, contemporary planning standards: development within settlements has priority over external development, additions to settlements are to border directly on existing developments, slope zones remain clear, existing terrain structures are not excessively modified, settled areas are not to merge at the fringes [3], settlement borders are maintained as defined, important visual axes and links remain unobstructed [1], and contractual planning instruments are used.

Significant steps have already been taken in the Wachau to preserve the building culture specific to the World Heritage. In addition to the expert reviews of townscape planning permitted by Art. 56 of the 2014 Lower Austrian Building Code (*NÖ Bauordnung*; NÖ BO), several municipalities are already applying the concept of 'Wachau Zones' as a means of steering building development in the historic town centres

of the Wachau, as well as the jointly drafted guidelines for assessing settlement expansion plans based on compatibility with landscape use.

The objectives and measures designed to improve building culture and to revitalise and utilise the historic town centres as valuable assets have previously been set out in the LEADER strategy. The first projects based on the strategy have either already started or will begin soon. [4] Here, building culture is interpreted comprehensively, going beyond the architectural design of buildings and taking in all elements of the developed environment, even outside protected zones and valuable townscapes; examples include revitalising historic centres and modifying streets and roads, squares, and green areas to meet superior standards.

It is necessary to continue these efforts and additionally develop new measures. Future efforts will be focused on stipulating common criteria for evaluating building projects in the various municipalities, providing comprehensive advice early on when planning new buildings or modifying existing ones, and raising residents' awareness of building culture, monument conservation and the World Heritage and motivating people to get involved in these areas.

The principles, objectives and measures described in this chapter are consistent with the aims of the 2012 Building Culture Declaration of Lower Austria (*NÖ Baukulturdeklaration*).

7.2.2. Main objectives

- ▶ The compact settlement form and the settlement limits as recognisable from the landscape will be retained. Any expansion of settlements will be moderate, adapted to the landscape, and conform to the traditional settlement structure of that particular community. Consideration will be given to existing visual links and axes. [1] [2]
- ▶ The heritage of building culture will be preserved by maintaining the numerous architectural and artistic monuments. The ensembles typical for villages, towns and cities will be preserved to provide attractive residential or commercial space or for housing cultural and public activities. [2]
- ▶ Discussion and further development will be dedicated to instruments and methods for improving the quality of building projects so as to meet the special requirements posed by the World Heritage. Support will be given to achieve keener quality awareness among all those responsible for building activities. [2]

7.2.3. Subordinate objectives

- > Local planning will be evaluated for compatibility with the statements set out in the Management Plan and actively used to maintain the valuable structure of the settlements and landscape.
- > The municipalities pledge to safeguard and enhance building quality. Buildings will be erected or refurbished to ensure the highest possible degree of compatibility with townscapes and landscapes.
- > The region's historic buildings, especially those in town and village centres, will be put to sustainable use. [4] To a greater extent than in the past, unused building property will be sold or let to young people from the region.
- > A plan will be developed to initiate a dialogue on building culture, focusing on further education, information and public relations. Measures towards educating the public about the significance of building culture, monument conservation and World Heritage will be implemented. [4]

7.2.4. Suitable measures

Ongoing measures
(continuation of
measures previously
initiated)

- Support and broaden existing approaches and initiatives aimed at filling vacant property, such as taking inventory of vacant properties or a regional exchange for old buildings
- Municipalities are to inform the World Heritage management when disclosing local planning programmes, zoning plans and development plans and when modifying them
- Inform those initiating and carrying out projects in the area of building culture about existing programmes for obtaining advice and about additional training specifically related to World Heritage, e.g. in cooperation with the Federal Monuments Office or the Danube University

Short-term implemen-
tation

- Prepare a regional mission statement for building and landscape design in the Wachau, taking into account local conditions through appropriate involvement of experts and the local population; laying out the mission statement as the starting point and driver for an ongoing dialogue on building culture
- Continue detailing a Wachau building handbook based on the mission statement for building and landscape design
- Develop platforms and events for carrying out a dialogue on building culture. Specifically discuss the subjects of preservation, conservation and further development as well as the rights and duties arising from the European Nature Conservation Diploma and from being listed among the World Heritage sites [2]; involvement of groups such as decision-makers, architects, master builders, building crafts and trades, educational institutions (e.g. Danube University, Krems technical college)
- Survey and documentation measures in preparation for the development plans identifying the Wachau Zones; draw on experiences gathered in the pilot municipalities of Mautern, Dürnstein, Rossatz-Arnsdorf, Spitz and Bergern im Dunkelsteinerwald

Medium-term
implementation

- Legislate development plans for Wachau Zones to encompass all World Heritage municipalities
- Establish Wachau Zone committees to allow a region-wide synopsis of evaluation practices with regard to the individual Wachau Zone areas
- Further develop design guidelines for agricultural buildings
- Examine the option of applying the Wachau Zone principle to the open cultural landscape and its elements
- Based on the example of the Best of Wachau programme of regional

Medium-term implementation
(continued)

cooperation in tourism offerings, establish a certification system for crafts meeting World Heritage standards, providing participating businesses with a corresponding advantage in intrasectoral competition

- Set up a building culture inventory of all towns and villages by systematically and uniformly documenting townscapes and architectural cultural properties and their relationships to the landscape in each case
- Offer a programme of continued education in building culture to qualify additional individuals to be competent to educate the public in building culture and World Heritage [4]; encourage close cooperation among municipalities, institutions, architecture networks and educational institutions

7.2.5. Stakeholders active in the action area

The main stakeholders active in the action area include in particular:

- Municipalities of the World Heritage region as well as, where existing, specialist departments of municipality administrations (e.g. Building Directorate of the city of Krems)
- Office of the Lower Austrian Provincial Government, in particular the Regional Planning, Environment and Transport Division, the Lower Austrian Building Directorate including regional building authorities and the Department of Art and Culture
- Federal Chancellery
- Federal Monuments Office

Cooperating partners will be invited to participate based on the particular measure. Potential partners for continuing, developing and implementing measures include:

- Citizens
- Developers in (public) building projects
- Architects, master builders, trades and craftspersons and their professional representations (professional associations, chambers, guilds)
- Specialist institutions active in science and research, such as universities (of applied sciences), technical colleges
- Educational institutions in general, institutions of architectural education
- ORTE Architecture Network of Lower Austria
- NÖ.Regional.GmbH



Fig. 44 Högl Winery: new production and tasting building, awarded the Austrian State Prize for Architecture in 2016



Fig. 45 Aggsbach Markt



Fig. 46 Terraced vineyards require special knowledge and skills

7.3. Agriculture and forestry, cultivating and caring for the cultural landscape

7.3.1. Current situation and principles

The Wachau has a diversity of landscapes, mainly due to the fact that the agricultural use of the region has evolved organically and harmoniously over the centuries. Traditional forms of use, such as terraced vineyards, were developed to accommodate natural conditions, in many cases while preserving the elements structuring the landscape as well as areas that are valuable from a conservation standpoint. This distinguishes the Wachau from other comparable landscapes, even though the region basically represents a cultural landscape used intensively for agricultural purposes.

With the cultivation of grapes, apricots and, more recently, Christmas trees, agriculture in the Wachau finds itself in a generally good position. Other initiatives are devoted to cultivating special plants such as Wachau saffron. Yet, in areas of the Wachau such as the Jauerling-Wachau Nature Park, where conventional crop or grassland farming is pursued, farmers struggle with the same challenges facing many other areas of Europe, specifically currently falling prices and a poor position in niche and quality markets. Grassland areas in particular are becoming increasingly threatened by abandonment, which has a detrimental impact on the landscape diversity in the affected areas.

Viticulture in the region can be traced back to Roman times. A very characteristic feature of the Wachau are the vineyards planted on dry stone wall terraces, which were built in the high Middle Ages and have since been continuously cultivated and renewed. The terraces are estimated to have a total length of some 720 km. The fact that these medieval terraces, resisting practically every form of modernisation, continue to be used as vineyards to this day is the merit of the Wachau's forward-looking vintners, who have jointly committed to ensuring quality and to upholding the principles of origin and integrity in wine-growing. This commitment has resulted in a systems of brands that is an example the world over of how such a landscape can be preserved almost exclusively through successful business practices.

Fruit-growing is an important factor supplementing viticulture. Agriculture in the Wachau is especially known for apricot production. 'Wachauer Marille PDO' is a protected geographical designation of origin under EU law for the Wachau apricot. The blossoming of the apricot trees each year signals the start of the tourist season. Thousands of visitors also come to the Wachau when the fruit ripens, to enjoy its delicious aroma by tasting and/or buying the fruit in the form of fresh produce, jam, nectar, brandy or *Marillenknödel* (apricot dumplings).

Often established to supplement income from wine-growing, fruit-growing is correspondingly done on a very small scale; while having a positive impact by diversifying the landscape even more, this is increasingly presenting farmers with economic challenges. Another problem is that traditional Wachau apricot varieties are not suited to storage and hence must be processed immediately or sold directly by farmers, for want of any distribution alternatives. Alongside apricots, even smaller orchards with little importance for the economy also exist for apples, peaches, pears, plums, nectarines and almond trees, the latter being revived recently.

The farmers of the Wachau are fully aware of their central role in preserving the typical appearance of the Wachau landscape, with its woodlands, fields, vineyards and townscapes. Working with those active in other areas such as conservation, townscape and monument protection and spatial planning, farmers utilise synergies to maintain the cultural landscape. Safeguarding the economic viability of agricultural businesses is of paramount importance for the World Heritage.

The priority of other landscape uses, in particular the production of renewable energy, should be included in the objectives for protecting and developing the World Heritage only after careful consideration and only with corresponding emphasis being given to sustainability and to appropriate scale. Details concerning protection of the cultural landscape will be better integrated into future plans issued by the municipalities, the province and the federal government.

7.3.2. Main objectives

- ▶ The economic viability of the small-scale agricultural and forestry operations as well as their diverse forms of use will be preserved. The region will be optimally prepared for imminent challenges such as climate change and legal changes. [4] [2]
- ▶ The vital role that wine and fruit-growing play for the region will be emphasised at regional, national and international levels. [2]
- ▶ Sustainable use will be made of the cultural landscape in order to permanently preserve the characteristic appearance of the landscape and the natural and cultural values it possesses. As significant elements of the familiar landscape appearance, the dry stone wall terraces in particular will continue to be worked. [1] [4]

7.3.3. Subordinate objectives

- > The measures taken to preserve the Wachau's vineyard landscape, serving as an example worldwide, will continue. The characteristic method of viticulture on steep slopes and the associated unique landscape of dry stone wall terraces will be preserved in harmony with nature. Targeted measures will be taken to remedy existing structural weaknesses in the wine-growing industry, especially to ensure its long-term ability to generate added value.
- > Fruit-growing, specifically apricot-growing, will be further expanded in view of the importance of this activity both for the economy and as a feature defining the landscape. [2]
Traditional varieties will be preserved. [4]
- > The added value generated by other forestry and agricultural activities in the region and by other uses that are compatible with the landscape will be ensured and increased. [4]
- > As elements of a landscape featuring variety, grasslands will be kept clear, preserved and maintained. [5]

7.3.4. Suitable measures

Ongoing measures
(continuation of
measures previously
initiated)

- Use the rules and market positioning of Vinea Wachau as permanent strategies; further develop the brand profile of wine-growing in the World Heritage as a vital pre-condition for profitability and in turn for preserving the cultural landscape
- Continue and further expand Vinea Wachau's quality initiative
- Preserve and further expand irrigation systems
- Continue cooperation with other wine-growing regions
- Ensure a stable funding base for working the dry stone wall terraces to ensure their preservation [4]
- Map (cultural) landscape elements (such as dry stone wall terraces) and research findings (including Wachau Souterrain, historic vineyard names and planting of varieties) and enter these digital data in a cartographic information system on wine-growing
- Expand consulting, training and educational activities by farmers for farmers (courses, workshops)
- Continue to enhance the market position of quality products from the Wachau: diversify product offerings (jams, juices, distilled beverages, chocolate, desserts and similar)
- Continue negotiations to reach a balance of interests between preserving grasslands and growing Christmas trees in Jauerling-Wachau Nature Park
- Continue and expand the successful school awareness-raising project Jauerling Juice Shop
- Continue to keep up contacts with national and international networks focused on cultural landscape management [4]

Short-term
implementation

- Record the state of conservation of the dry stone wall terraces as well as measures needed to maintain them
- Heighten awareness for environmentally sound, profit-oriented methods of working [2]
Provide training on conscious, targeted use of pesticides
- Prepare a documentation of the cultural landscape, comparable to a World Heritage inventory, which both appeals to broad segments of the population and serves as a basis for research

Medium-term
implementation

- Develop resilience strategies for wine and fruit-growing, making adjustments for climate change where required
- Prepare a crisis management plan for supporting wine and fruit-growers in the wake of natural disasters and extreme weather conditions
- Prepare a strategy and financing plan for replanting deserted vineyards that balances agricultural and conservation interests

Medium-term implementation
(continued)

- Define a strategy for promoting viticulture within the city of Krems, thereby helping to preserve the local viticultural landscape
- Apply strategic efforts to support and safeguard the traditional culture of *Heuriger* wine taverns
- Review and, where required, adapt existing regulations on sustainable production methods; include the results in a rule book adapted to the special natural features of the Wachau (definition, measures)
- Carry out research on sustainable (fruit) tree breeding [4], examine plans for conserving fruit tree populations after loss and ageing
- Develop additional distribution channels for organic products, regional foods [4] (such as a wholesale and retail webshop)
- Agree with farmers on the requirements to be met in order for them to keep clear and maintain grasslands; examine possible compensation for additional effort or lost revenues (similar to conservation contracting)
- Enhance opportunities to experience the viticultural landscape in the context of the World Heritage, for example through added facilities along hiking trails as well as limited expansion, develop a 'wine and World Heritage' product [4]

Long-term implementation

- Research on suitable future-proof options for diversifying regional agricultural produce; put programmes in place aimed at promoting long-term customer loyalty to Wachau products
- Deploy power buoys (if pilot buoys installed in the Danube prove economical and monitoring results are positive)
- Examine the option of a pilot plant to generate locally distributed heating and electricity (combined heat and power plant) from waste and residues from agriculture and forestry
- Sustainable Christmas tree production: introduce nature park label after agreement on rules is reached between the nature park and Christmas tree growers



Fig. 47 Alongside wine-growing and tourism, fruit-growing is an important pillar of economic activity.

7.3.5. Stakeholders active in the action area

The main stakeholders active in the action area include in particular:

- farming and forestry businesses, in particular wine and fruit-growing and related regional associations and representation bodies (Vinea Wachau, Kremser Stadtweinbauverein, regional wine committees, Wachau apricot associations, Lower Austrian working group representing growers of Christmas trees and ornamental wreaths and similar)

Cooperating partners will be invited to participate based on the particular measure. Potential partners for continuing, developing and implementing measures include:

- Lower Austrian Chamber of Agriculture, district chambers of agriculture, agricultural associations
- Specialist institutions active in science and research, such as universities (of applied sciences), technical colleges (school of viticulture and pomology)
- Specialised institutes of continuing agricultural education (e.g. LFI)
- Office of the Lower Austrian Provincial Government, in particular the Regional Planning, Environment and Transport Division, Nature Conservation Department, the Agriculture and Forestry Division
- Wachau municipalities
- Jauerling-Wachau Nature Park
- Organisations and initiatives active in nature and landscape conservation



Fig. 48 At the end of a day's toil in the vineyard



Fig. 49 Hiking plays a central role in the current tourism strategy.

7.4. Tourism within the World Heritage

7.4.1. Current situation and principles

The Wachau is the most well-known tourist region in Lower Austria. This tourism success is based on the cultural landscape shaped by wine-growing, intact natural surroundings in the picturesque towns and villages situated in one of Europe's loveliest river valleys.

Since the end of the 20th century, the Wachau has been experiencing a new wave of tourism, brought on by the high quality of wine culture and restaurants but also increasingly, within the broad segment, as a result of cycling tourism. Yet, compared with other tourist regions in Austria, the Wachau has been able to preserve its authenticity and integrity to a high degree.

Compatible programmes involving hiking, cycling and cultural tourism as well as quality management consequently play a major role in the current tourism strategy for the Danube Lower Austria destination. Visitors can more readily experience the Wachau Cultural Landscape when supported in particular by a sustainable system of tourist mobility (shipping, bus and rail service, cycling and hiking).

The Wachau World Heritage Trail (*Welterbesteig Wachau*) is a long-distance trail extending over 180 km which leads in 14 stages along picturesque paths through the Danube Valley and the winescape of the Wachau. The trail constitutes the core offering within an expansive network of trails covering the Wachau. In the case of cycling, the main concern is to further expand the infrastructure.

Examples of quality initiatives launched in recent years include the Danube Lower Austria Visitors' Ring (*Gästering*) and Hospitality Rooms (*Genießerzimmer*) and the Best of Wachau certification label held by the Wachau's best hosts. The preferred period for tourist visits is currently between

Easter and early November – and most of the prominent businesses are open during this period. Yet the Wachau has much to offer at any time of the year. The region's main tourist goals for the future are accordingly to extend the season to late autumn and early winter as well as to optimise and modernise the tourist products offered during the main season. The aim in improving these offerings is to contribute towards increasing the average length of stay, which at about two nights per arrival continues to be rather short.

Another challenge is to more evenly distribute and steer tourist flows. Certain attractions in the Wachau are in part overburdened by tourism, while other sites, mostly in the 'fringe areas', see few visitors. Investing in additional tourist destinations in less frequently visited parts of the region should at the same time relieve pressure from destinations now counting large numbers of tourists.

Resolving these challenges will basically involve a continuation of the path pursued up to now, leading to a close-to-natural brand of tourism aligned with cultural and culinary enjoyment and having a regional profile.

The professional management of Donau Niederösterreich Tourismus GmbH will provide support in developing a form of quality tourism that is compatible with World Heritage principles and complies with the UNESCO sustainability concept.

7.4.2. Main objectives

- ▶ The Wachau's natural and cultural treasures form the basis for offering sustainable tourist activities and services, balanced across the region and throughout the year. Culture and nature tourism will be promoted while giving consideration to the cultural landscape and to nature as important foundations of economic activity in the region, in this way further reinforcing the World Heritage's international position and visitors' capacity to enjoy it.
- ▶ Tourism resources will be developed and used in a careful manner that is culturally compatible, socially balanced, and ecologically and economically sound, and yields abundant returns. The region will investigate soft mobility within the World Heritage. Visitors will be actively inspired to stay for longer.
- ▶ Local accommodation and restaurant businesses, farming and forestry and regional transportation companies will modernise and supplement the regional tourist infrastructure and maintain it in line with contemporary standards. All of the region's tourism partners will endeavour to jointly communicate the values of the World Heritage.

7.4.3. Subordinate objectives

- > A selection of offerings supporting authentic World Heritage tourism that matches the high value of the World Heritage will be planned, which will include superior regional products.
- > The offering will be expanded in view of the goal of more evenly distributing and steering tourist flows within the region.
- > Targeted action will be taken to generate more added value by lengthening the tourist season.
- > The existing selection of accommodation facilities will be consolidated, new accommodation offerings created and the number of beds available during the off-season increased.
- > The average length of stay per arrival will be increased.
- > More attention will be put on cycling, both in a tourism and daily context, while offerings and infrastructure will be further expanded. [4]
- > As a tourist offering, hiking will be permanently established and expanded. [4]
- > The various organisations responsible for transportation and mobility in the region will continue to expand their offerings while seeking synergies, thus making it possible for visitors to experience the World Heritage without using their own vehicles.
- > Existing channels for communicating tourist information will be kept up to date with the latest technologies.

7.4.4. Suitable measures

Ongoing measures
(continuation of
measures previously
initiated)

- Continue to develop the strategic plan entitled *Eins werden – Kultur.Landschaft.Wachau* (Becoming one – Culture.Landscape.Wachau) as well as related marketing activities [4]
- Maintain public transportation offerings, currently servicing the entire region, for visitors and residents alike
- Promote an improved structure of accommodation facilities in various price segments; create conditions facilitating investment in individual new hotel projects and in the existing hotels
- Ongoing training for the staff of tourist information offices and of leading businesses, in these areas: the special values of the World Heritage, regional products, special projects, the public transportation system in the Wachau and other relevant topics (such as social media)
- Continue to expand existing networks of cooperation among quality partners, with a special emphasis on maintaining and developing the cooperative programme Best of Wachau
- Organise events featuring Wachau cuisine (continue the Wachau GOURMET-festival), linking these events with hunting, fishing, farming and especially wine and fruit-growing

Short-term implemen-
tation

- Plan and implement activities focused on lengthening the season (e.g. Wachau Advent)
- Detail a plan for promoting the cycling sector, not only considering the needs of cycling tourists but also dealing with the topic of daily bicycle use in an integrated context
- Identify and provide a permanent solution for ongoing maintenance of the networks of hiking trails around the Jauerling and in Dunkelsteinerwald

Medium-term imple-
mentation

- Continue to improve the integration in the tourism value chain of cultural events of superior quality that take place within the region and nearby
- Package existing offerings and theme focuses developed for the Wachau south bank to create products for visitors to book and experience
- Discuss the Roman heritage in light of developing its tourism potential in the context of the possible inclusion of the Roman limes on the Danube in the UNESCO World Heritage List
- Implement key projects related to the cycling infrastructure in accordance with the findings of the framework study
- Continue to expand the hiking trail infrastructure, such as by adding themed stages to the World Heritage Trail and the Jauerling Circuit, creating facilities for stopping and resting, and creating observation points offering detailed information on the World Cultural Heritage and its values; Redesign the Way of St James between Melk and Göttweig [4]

Medium-term implementation
(continued)

- Create incentives for travelling to and within the region using public transportation, for example by expanding the Wachau Card, improved interlinking of transportation operators, special services, bonus programmes, packages including art, culture and cuisine
- Intensify existing initiatives to improve compatibility of river cruise services with the requirements of the region; give thought and effort to increasing added value generated in the region through river cruises and to achieving a more even regional distribution of tourist flows disembarking from cruise boats
- Additional options for virtually experiencing the region and digitising guided tours, maps and similar items

Long-term implementation

- Implement the findings and project proposals arising from the study on the impact of demographic change on the situation with regard to potential successors in the Wachau's tourist industry

7.4.5. Stakeholders active in the action area

The main stakeholders active in the action area include in particular:

- Donau Niederösterreich Tourismus GmbH
- Restaurant and accommodation businesses along with their representing interest groups and professional associations
- Day-trip destinations and cultural organisations
- Shipping operators and other transportation operators (e.g. ferries, NÖVOG/Wachaubahn railway and similar)
- Wachau municipalities

Cooperating partners will be invited to participate based on the particular measure.

Potential partners for continuing, developing and implementing measures include:

- Office of the Lower Austrian Provincial Government, in particular the Economy, Tourism and Technology Department (WST3) and the Department for General Traffic Policy (RU7)
- Ecoplus
- Niederösterreich Werbung (Lower Austrian Advertising)
- Energy and Environment Agency of Lower Austria (eNu)
- Mostviertel Tourismus GmbH
- Waldviertel Tourismus GmbH

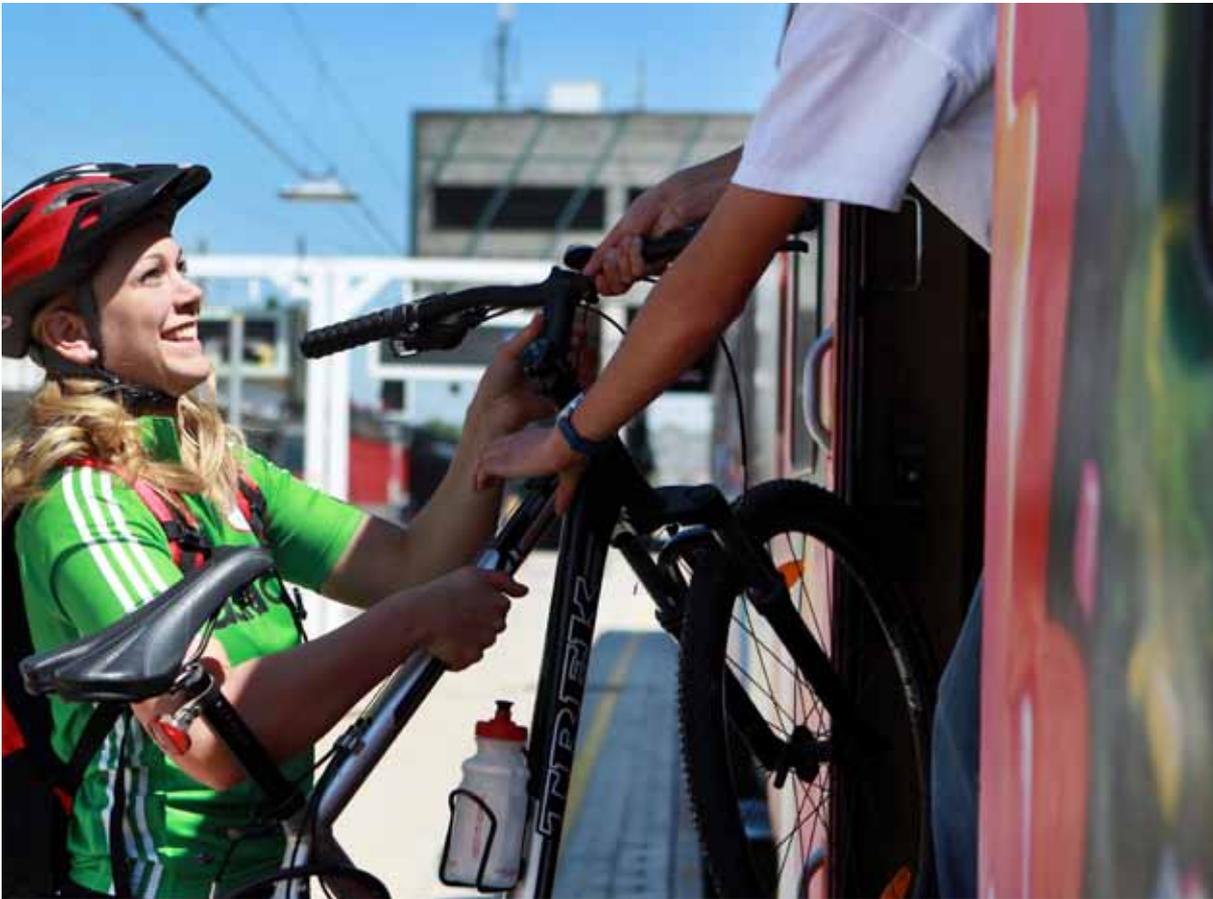


Fig. 50, 51, 52 Further improvements to the quality of offerings and infrastructure for cyclists are planned.



Fig. 53 Melk Summer Festival

7.5. Art and culture, trades and crafts, science and research

7.5.1. Current situation and principles

The World Heritage region is the home of numerous cultural monuments of international standing. Alongside traditional cultural institutions and programmes of events, contemporary cultural offerings with a broad appeal have been initiated in the region particularly in recent years. This has involved significant investment in modern art as well as the launch of numerous programmes of events – frequently in cooperation with regional tourism representatives. In the Wachau, the abundance of contemporary art in public spaces is practically without compare among World Heritage cultural landscapes.

The Wachau region is a shareholder in Wachau Kultur Melk GmbH. This organisation at the hub of the Wachau's cultural life organises not only traditional festivals, such as the Melk Abbey Baroque Days and the Melk Summer Festival (a summer theatre festival established in 1961), and Melk's cultural programme, but also an independent programme throughout the Wachau, frequently in cooperation with NÖ Festival und Kino GmbH, an organisation with offices in Krems. The latter is responsible for several well-known festivals, including *Imago Dei*, *Donaufestival* and *Glatt&Verkehrt*, and puts on events at the former Friars Minor Monastery in Stein, now known as *Klangraum Krems*. Krems, with its *Kunstmeile* or Art Mile, is the main venue for art exhibits in the province (in the Kunsthalle Krems, Karikaturmuseum, Forum Frohner, and the State Gallery of Lower Austria, which is currently under construction) and is the home of other institutions such as the ORTE Architecture Network of Lower Austria and the ULNÖ Lower Austria independent house of literature. The State Gallery of Lower Austria (*Landesgalerie Niederösterreich*) will house the works of the group referred to as the *Wachaumaler* (Wachau painters) and thus play an especially significant role in providing information on the region's 200-year history of cultural tourism.

Several university-level institutions are similarly located within the World Heritage area. The Danube University Krems shares the Krems university campus with the IMC University of Applied Sciences Krems and the Karl Landsteiner University of Health Sciences. In addition, Melk and Krems have several high-quality secondary schools for general and

vocational education, some of which belong to the Austrian network of UNESCO schools. Krems is also the site of the University College for the Education of Religion Teachers Vienna/Krems (KPH), one of the most important institutions in eastern Austria for the basic and continued training of compulsory education teachers. The Danube University Krems houses several scientific institutions having close ties with the World Heritage, specifically the Center for Architectural Heritage and Infrastructure, the Center for Cultural Property Protection and the offices of EUROPA NOSTRA Austria.

Science and research are overarching topics reflected in all of the action areas defined in the Management Plan. Corresponding attention is given in the appropriate action areas to research topics relevant to the World Heritage, including agriculture, monument protection and building culture. This action area concentrates on the basic research and educational activities required for unique aspects of folk culture, such as artistic crafts and historic craft techniques, and on promoting networks among institutions specifically involved in research related to the World Heritage.

Folk culture and regional crafts continue to be factors in daily life in the Wachau. The *Haus der Regionen* in Krems plays a central role here with its rich selection of offerings related to the subject of folk culture (exhibits, courses and a shop for exclusive handicraft articles). The location is at the same time a point of exchange for the 270 or so regions in Europe. The traditional dress of the Wachau, including the *Kalmuck-Janker* jacket and the golden bonnet, represents an important part of folk culture. Manufacturing this dress belongs to the traditional regional crafts which, like the building of dry stone walls and the weaving of harvesting baskets, are currently enjoying a renaissance after a period in which such skills had been all but forgotten. Particularly in the case of dry stone wall building, various training courses have reawakened a keen interest in this historic craft.

Measures aimed at preserving and promoting commercial crafts, especially within small and medium-sized enterprises, as a means of livelihood for the local population should be considered especially in regional policymaking and development planning. In the context of this topic, the World Heritage management concentrates on measures with direct relevance for the World Heritage. The concern here is to identify intangible heritage, set it in the context of the World Heritage and support it.

7.5.2. Main objectives

- ▶ Heritage from art and cultural history will continue to be nurtured, safeguarded for the future and opened up to new possibilities. [2]
- ▶ Activities of artistic and cultural life in the region will be expanded and interrelated. The interplay between river landscape and the cultural landscape, or between man and nature, will be emphasised and presented as a space providing inspiration to those creating artistic and cultural works. [2]
- ▶ The World Heritage region offers a basis that inspires scientific research and especially research into the conservation and development of the region.

7.5.3. Subordinate objectives

- > The Wachau World Heritage Cultural Landscape will maintain its abundance of cultural sites and locations and carry out research into the history and future of these assets.
- > Knowledge and skills related to traditional crafts and unique aspects of folk culture will be handed down to future generations.
- > The cultural heritage will be preserved and, newly interpreted, developed into the World Cultural Heritage of tomorrow. Projects will be promoted that aim at ensuring a local supply of contemporary art to meet the region's cultural needs. Art and cultural life, demonstrating the Wachau's openness to the outside (world), contribute to additionally positioning the region in the cultural tourism market.
- > Cultural diversity will be brought to the public's attention and made accessible. Cultural activities will be more strongly interrelated and coordinated.

7.5.4. Suitable measures

Ongoing measures
(continuation of
measures previously
initiated)

- Continue and/or further develop existing regional cultural programmes, such as *Wachau in Echtzeit* (Wachau in Real-time) and European Literature Days; supplement such programmes through targeted action, specifically local events and related publications
- Intensify efforts towards improved ties between small museums
- Step up cooperative projects with artists working in public spaces to equip the World Heritage Cultural Landscape with temporary and permanent exhibits
- Cooperate with scientific institutions, for example by continuing basic research in the form of upper secondary theses, Masters theses and an exchange for university theses; provide general support for scientific papers on the World Heritage
- Utilise the future State Gallery of Lower Austria in its function as a turnstile guiding tourists (coming from the Krems landing stage) between the historic town centres of Stein and Krems to provide visitors with information on the Wachau World Heritage

Short-term
implementation

- Train (additional) guides in cultural and natural heritage, providing them with detailed knowledge; provide advanced training to current guides, instilling them with skills to inform visitors about the significance and aims of contemporary art
- Develop for residents and visitors appropriate offerings in the way of cultural tourism that deal with both the history as well as the present and future of the Wachau [4]
- Continue and further develop the *Kirchen am Fluss* (Churches on the River) project
- Initiate or deepen cooperative efforts with EUROPA NOSTRA and the university institutes within the World Heritage area with regard to their cultural activities

Medium-term
implementation

- Build a pool of craftspeople, farmers, architects and artists able to pass on and further advance traditional crafts and the intangible cultural heritage of the region
- Set up an artists-in-residence programme with an artistic focus on pursuing a discourse with the World Heritage
- Organise programmes involving residents and local artists based on the activities taking place under *Kunst im öffentlichen Raum Niederösterreich* (Art in public spaces in Lower Austria), for example by setting up dialogue platforms to encourage a direct exchange between local residents and modern art and between artists and residents

7.5.5. Stakeholders active in the action area

The main stakeholders active in the action area include in particular:

- Wachau municipalities
- Office of the Lower Austrian Provincial Government, in particular the Culture, Science and Education Division, Department of Art and Culture
- Wachau Kultur Melk GmbH
- NÖ Festival und Kino GmbH
- Schallaburg Kulturbetriebs GmbH
- Kultur.Region.NÖ GmbH
- State Gallery of Lower Austria, Kunstmeile Krems GmbH
- Danube University Krems

Cooperating partners will be invited to participate based on the particular measure. Potential partners for continuing, developing and implementing measures include:

- Donau Niederösterreich Tourismus GmbH
- Educational institutions in general as well as institutions of cultural education, museums, galleries, cultural initiatives and associations
- Abbeys and parishes
- Specialist institutions active in science and research
- Artists
- Tour guides, nature and culture guides, Wachau.Hiata



Fig. 54 *Wachauer Nase (Wachau Nose)* at the St Lorenz ferry station on the Danube south bank (Gelitin artists' group)



Fig. 55 Children performing a folk dance



Fig. 56 Concert in Schloss Spitz palace



Fig. 57 Dürnstein

7.6. Coexistence, identity, awareness, communication

7.6.1. Current situation and principles

A World Heritage region can continue to exist and safeguard its outstanding values only if it succeeds in integrating with our contemporary social, cultural and economic life. This involves actively addressing issues related to demographic change and other contemporary trends and challenges, such as the migration of refugees in late 2015, in addition to issues in the context of maintaining the historically essential features of the heritage.

The need exists to work out options for maintaining traditional practices (such as the problem of finding successors to take over farms and tourism industry businesses). Yet it is also necessary both to jointly identify future potential in the areas of environment, business, society and culture, so that young people are ensured good living conditions and prospects for personal development in the Wachau World Heritage, and to encourage involvement in the World Heritage among younger age groups.

Young people are the future of every region. In World Heritage regions, members of the young generation are faced with the challenge of having to reconcile their life plans, increasingly influenced by globalisation, as well as heightened demands, particularly in the employment sector, with the conservation and sustainable development of their region of origin. Accordingly, this generation's needs have been actively surveyed and documented recently as part of the Youth Forum Wachau-Dunkelsteinerwald LEADER project and in the planning workshops in preparation for the Management Plan.

The Wachau World Heritage enjoys a high profile within the region and beyond. Yet people are far less aware of the details of the World Heritage and its special values or of the duties and opportunities that are associated with the heritage. Effort will in future be focused on World Heritage education, while measures designed to raise awareness and build identity have been specified in all action areas defined in the catalogue of objectives and measures. The measures provide the basis for future involvement in World Heritage efforts and in general for maintaining and further developing the World Heritage. A crucial aspect is to take a holistic approach both to informing the public and to firmly grounding programmes of information and education in local and international contexts.

Thanks to the population centres of Krems and Melk and the proximity of St Pölten, the region has the advantage of being well equipped with educational institutions within easy reach (most of them even served by public transportation). The region is also comprehensively equipped at a basic level with adult education institutions. Basic and advanced training projects for businesses, the adult population and for children and young people play an important role in the Wachau even today.

7.6.2. Main objectives

- ▶ An ongoing dialogue centred on topics relating to the future of the region will be initiated with all generations and especially with younger residents living in the Wachau as well as in areas beyond. This will involve leveraging potential partnerships with schools (especially the UNESCO schools), institutions of secondary education, businesses and cultural institutions.
- ▶ Driven by a comprehensive, respectful and forward-looking dialogue with residents and visitors on the topic of values, common positions on how to further develop the Wachau World Heritage will be defined. This culture of public involvement will be nurtured. The basic documents required for this process will be prepared so as to be aligned with the target groups and generally accessible.
- ▶ By conveying the special values of the Wachau on an 'emotional' plane, the intention is to create awareness for the cultural and natural landscape and ultimately to achieve greater acceptance of the duties associated with the World Heritage.

7.6.3. Subordinate objectives

- > In efforts aimed at preserving and developing the World Heritage, consideration will be given to the specific needs of all generations in the region. Current social issues will be addressed.
- > Young people will be ensured good living conditions and prospects for personal development in the Wachau World Heritage. Living and working in the Wachau must continue to be attractive and affordable.
- > A plan is available for a comprehensive, open and forward-looking dialogue on values in the World Heritage region. The World Heritage will be presented with a personal, emotional appeal (World Heritage as a matter of the heart). Here a special focus will be put on young people.
- > A wide assortment of materials providing information on the Wachau World Heritage is available and will be made easily accessible to various target groups via many channels of communication (analogue and digital).
- > Visitors and residents will recognise that they are travelling within the Wachau UNESCO World Heritage.

7.6.4. Suitable measures

Ongoing measures
(continuation of
measures previously
initiated)

- Define and implement topical focal points as well as platforms and events to involve a representative cross-section of the Wachau's population in a structured process of dialogue
- Target and invite young people to participate in ongoing World Heritage management
- Continuous basic and advanced training of committed individuals from the region and beyond to act as 'propagators' spreading the World Heritage idea
- Continue to make eye-catching use of the 'World Heritage' label, in association with themes, at places highly frequented by the public Use additional places as locations for providing information to tourists and residents, for example, museums, libraries, schools and kindergartens
- Continue to benchmark with and learn from affiliated protected areas in other countries Support the World Heritage management as well as individuals knowledgeable of the region's World Heritage in presentation and teaching activities related to World Heritage topics, in Austria and abroad

Short-term
implementation

- Set up and update the Wachau World Heritage website
- Improve the existing system of signs explaining the World Heritage (buildings, ensembles, landscape); update old signs
- Start initiatives to make affordable living space more readily available

Medium-term
implementation

- Promote an initiative to maintain contact with young residents who have (temporarily) moved away and develop related programmes
- Prepare multilingual information material for international students and students from other regions of Austria
- Set up a Wachau World Heritage knowledge database, structured on the basis of stakeholders, in cooperation with network partners and educational institutions
- Detail an innovative plan for a social media presence of the World Heritage, defining methods, content and organisation
- Organise basic and advanced training for teachers in a 'Wachau World Heritage emotional education curriculum'; other training focused on recreation teachers and kindergartens
- Print, in cooperation with publishers, specialised leaflets for various target groups, including guidance for architecture, landscape, ornithology Offer audio shorts on subjects such as building culture, wine and fruit-growing, cuisine

Medium-term implementation
(continued)

- Evaluate and possibly continue the previously initiated project to support the integration of refugees in the region
- Support a discourse on topics related to the future of the World Heritage through exchange with affiliated World Heritage properties; make use of communication channels that are particularly attractive for young people

Long-term implementation

- 'Translate' inventories of the cultural landscape; implementation on a project-by-project basis using suitable media and new technologies
- Continually update the Wachau World Heritage centre in Krems-Stein as a visitors' centre and the eastern 'Krems' point of entry to the Wachau
- Establish a second 'point of entry' to the World Heritage in Melk
- Organise guided tours and day-trips to other World Heritage sites

7.6.5. Stakeholders active in the action area

The main stakeholders active in the action area include in particular:

- Wachau municipalities
- Cooperating partners at international level

Cooperating partners will be invited to participate based on the particular measure. Potential partners for continuing, developing and implementing measures include:

- Wachau Kultur Melk GmbH
- NÖ Festival GmbH
- Lower Austrian Youth Office
- Donau Niederösterreich Tourismus GmbH
- Educational institutions in general
- Museums, galleries, cultural initiatives and associations
- Abbeys and parishes
- Specialist institutions active in science and research
- Tour guides, nature and culture guides, Wachau.Hiata
- Local individuals knowledgeable in agriculture, conservation and tourism



Fig. 58, 59, 60 Traditional social culture in the Wachau – hiking, *Heuriger* wine gardens and markets



Fig. 61 Krems-Stein shipping centre and Wachau World Heritage Centre

8. Administration of the World Heritage

8.1. Responsible bodies and organisations

Various levels of government – specifically federal, provincial and local – and their specialist departments are responsible for the conservation and sustainable development of the World Heritage. Through regional cooperation and civil society commitment, governance will be exercised by means of various systems of management and regulation.

National level

Responsibility for the management of World Heritage properties in Austria currently lies with the Austrian Federal Chancellery, Division II/4, Department II/4/a: Matters related to material UNESCO World Heritage. Since September 2016, a newly established coordination office with the Austrian UNESCO Commission has been supporting the coordination of World Heritage properties in Austria through the Austrian World Heritage Sites Conference.

Administration of monument protection as specified in national Austrian law is carried out by the Federal Monuments Office and its provincial departments.

Other federal powers of particular relevance for the Wachau World Heritage lie with:

- the Federal Ministry of Agriculture, Forestry, Environment and Water Management (BMLFUW), which has combined responsibility for defining the legal framework applying to the use of significant areas within the World Heritage and for related funding, including especially forests (forestry), bodies of water (and the Danube in particular) as well as water management, agriculture and rural development;
- the Federal Ministry for Transport, Innovation and Technology (BMVIT), which is responsible for federal roads, railways and waterways (via donau).

The Austrian Conference of Spatial Planning (ÖROK) takes care of matters related to nationwide coordinated planning of spatial development.

Provincial level

The Wachau World Heritage is advised by the Office of the Lower Austrian Provincial Government and specifically by the Culture, Science and Education Division, Department of Art and Culture (K1).

Other powers of particular relevance for the World Heritage area lie with the following departments of the Office of the Lower Austrian Provincial Government:

- Regional Planning and Policy, Department RU2, in particular in planning covering several municipalities, including settlement limits and matters related to village and town renewal and regional management
- Nature Protection, Department RU5, in particular concerning conservation areas (nature and landscape conservation areas, natural monuments, Natura 2000 and similar matters)
- General Traffic Matters, Department RU7
- Economy, Tourism and Technology, Department WST3, takes care in particular of matters related to tourism
- Agricultural Promotion, Department LF3, responsible at provincial level for managing rural development
- Hydro-Engineering, Department WA3, supports the region in flood protection and with conservation projects on the Danube
- Building Directorate, Division BD, provides important assistance to all initiatives in the area of building culture

The provincial departments also support the municipalities in implementing local and regional strategies, through expertise and public funding. Other agencies playing a major role in this regard include the following organisations under or affiliated with the provincial government:

- ecoplus. Niederösterreichs Wirtschaftsagentur GmbH
- Kultur.Region.Niederösterreich (umbrella organisation responsible for agencies including Volkskultur NÖ and Museumsmanagement NÖ)
- NÖ Kulturwirtschafts GmbH (NÖKU), holding company for the region's major organisations for contemporary culture
- Energy and Environment Agency of Lower Austria (eNu) is responsible for matters including the management and coordination of conservation areas under Natura 2000

- NÖ.Regional.GmbH has combined responsibility for operational activities in village and town renewal and regional management as well as for public transportation mobility centres

In carrying out their duties, the district administration offices of Krems and Melk as well as the Municipal Administration of the City of Krems also play an important role here.

Regional and local level

Within their scope of responsibility, the cities and municipalities of the Wachau decide on matters of local planning, mutually coordinating activities by public and private planning organisations that significantly affect how space is used and reviewing such activities in comparison with comprehensive planning objectives. This activity is reflected in the local planning programmes, which serve as the basis of the municipalities' land-use plans. In the case of both master plans, municipalities have the duty to define details and implement the plans through legislation. While the options for developing building properties or parts of such properties are defined in the development plans, municipalities are under no legal obligation to issue such plans.

Several regional structures, each covering different geographical areas and with differing agendas, exist for the purpose of promoting regional development:

- The Wachau-Dunkelsteinerwald LEADER association, consisting of 17 municipalities and three abbeys, selects projects for funding through the EU's LEADER programme and manages projects covering the whole region. In accordance with the LEADER directive, representatives of the civil society hold a majority of the voting rights both in the association's committee for selecting projects and at its general assembly. In addition, there is a binding requirement for at least 33% of the members of the project selection committee to be female.
- The Arge Dunkelsteinerwald association, consisting of six municipalities, three of which are situated within the World Heritage area, exists for the purpose of coordinating regional development in the Dunkelsteinerwald region.
- The Welterbegemeinden Wachau association comprises all 15 municipalities with a share of area in the World Heritage.
- Arbeitskreis Wachau Dunkelsteinerwald

Regionalentwicklungs GmbH was founded by the associations Welterbegemeinden Wachau and Arge Dunkelsteinerwald to manage the immediate economic interests of the two regions.

The Wachau municipalities also belong to the regional association of the main region (*Hauptregion*) of central Lower Austria, which in turn has been part of NÖ.Regional.GmbH since 2015.

Civil society and citizen involvement

Citizen involvement for the benefit of the region is a tradition in the Wachau. This is seen for example in the efforts of Arbeitskreis Wachau. Numerous associations study and nurture the region's cultural tradition, while a variety of initiatives related to art and culture contribute to social and cultural life in the Wachau.

Many Wachau residents are also active as volunteers working in the areas of nature and environment. The contribution made by civil society is a key factor shaping the future of the Wachau World Heritage.

8.2. Management structures and advisory bodies in the Wachau World Heritage

Since its inclusion in the World Heritage List, the Wachau World Heritage region has been dealing with issues related to management of the World Heritage property. To this end the region has been operating a professionally staffed office since 2002, which is responsible for the immediate tasks of World Heritage management and represents the Wachau World Heritage at national and international levels. This role, recognised by federal and provincial authorities, will in future be cast in a suitable institutional form.

This requires a restructuring of the region, whereby it is necessary to take into account not only the associations and assignment of roles established at regional level since 2000, but also, to the same extent, the technical exigencies of funding and, not least, general legal issues, in particular taxation issues.

8.2.1. Verein Welterbegemeinden Wachau association

Verein Welterbegemeinden Wachau is an association of all 15 Wachau municipalities within the World Heritage or with a share of area in it: Marktgemeinde Aggsbach, Gemeinde Bergern im Dunkelsteinerwald, Marktgemeinde Dunkelsteinerwald, Stadtgemeinde Dürnstein, Marktgemeinde Emmersdorf an der Donau, Marktgemeinde Furth bei Göttweig, Stadtgemeinde Krems an der Donau, Marktgemeinde Maria Laach am Jauerling, Stadtgemeinde Mautern an der Donau, Stadtgemeinde Melk, Marktgemeinde Mühldorf, Marktgemeinde Rosatz-Arnsdorf, Marktgemeinde Schönbühel-Aggsbach, Marktgemeinde Spitz, Marktgemeinde Weißenkirchen in der Wachau. Compared with the previous organisation Arbeitskreis Wachau, this association also includes the municipalities of Furth and Dunkelsteinerwald, thereby covering all of the World Heritage area (both the core and buffer zones).

As it can accept only municipalities as members, the association reflects the third level of legislative bodies within Austria's federal political system. It consequently represents the positions and interests of the member municipalities, which in turn are democratically elected bodies representing the local population residing in the World Heritage.

Its responsibilities as stated in its Articles of Association are:

- To preserve and maintain the Wachau and further develop the region economically, while giving special attention to the concerns of conserving the environment and of jointly developing such general conditions for people and the environment as meet high quality standards.
- To develop and implement joint projects aligned with the interests of the region as a whole and with the objectives of the member municipalities and to take leading responsibility for these projects, in particular through participation in national and international funding programmes.
- To manage the Wachau UNESCO World Heritage in accordance with international and national guidelines and with the UNESCO Management Plan for the Wachau World Cultural Heritage.

The general assembly is constituted by the mayors of the member municipalities ('meeting of mayors'), who elect from their ranks the chair as well as three other officers to legally represent the body. The board of the association is composed of its legal representatives, who have voting rights, along with the non-voting staff of the association.

The association is supported at operational level by a managing director, who as World Heritage manager is directly responsible for World Heritage management. The association is obliged to appoint a managing director to ensure fulfilment of the responsibilities related to management of the Wachau World Heritage property. The association currently employs two individuals with total working hours equivalent to 1.75 full-time staff members (managing director and project manager for nature conservation). There are plans to hire an additional half-time assistant to take care of the many and various tasks of World Heritage management.

The association also bears legal responsibility for those projects at the regional level of the Wachau which are not economically viable (no earnings are generated by such projects) and are correspondingly unable to deduct input tax.

In relation to World Heritage management, the association and its staff will be monitored by the World Heritage advisory board, which is established with Arbeitskreis Wachau Dunkelsteinerwald Regionalentwicklungs GmbH (refer to Section „8.2.2. Arbeitskreis Wachau Dunkelsteinerwald Regionalentwicklungs GmbH“ below) and is correspondingly specified in the association's articles.

8.2.2. Arbeitskreis Wachau Dunkelsteinerwald Regionalentwicklungs GmbH

Arbeitskreis Wachau Dunkelsteinerwald Regionalentwicklungs GmbH was founded by the associations Welterbegemeinden Wachau (with 74% of the capital stock) and Arge Dunkelsteinerwald (with 26%) for the purpose of best serving the economic interests involved in regional cooperation. The only shareholders in this company are the two associations, which at the shareholders' meeting are represented by the general assemblies of each of the associations, in other words, by the mayors of the member municipalities.

The GmbH (the limited company), which as a business enterprise is eligible to deduct input tax, has the following main responsibilities:

- Operate and sublease the regional office in Schloss Spitz castle
- Implement projects with economic relevance (where economic revenue is generated)
- Pursue activities requiring a business licence that are related to the regional strategies (such as management consulting or possibly tour guiding) as part of acquiring third-party funding and as required for organising certain kinds of events
- Carry out public relations activities (e.g. host the Wachauforum event) and educational and information activities on the Wachau World Heritage
- Management of the UNESCO World Heritage property

Current plans do not include hiring separate staff for the GmbH. To take care of the company's business, the Welterbegemeinden Wachau association will lease its management board to the GmbH at no cost. The management board also meets the requirements to register for a commercial licence for management consulting.

It is planned to protect by trademark the name and logo of the GmbH with reference to the company's business activities.

The World Heritage advisory board (refer to „8.2.4. Welterbe-Beirat“) is established as a body of the GmbH. It monitors the activities of the GmbH where they affect the Wachau World Heritage.

8.2.3. World Heritage management

The managing director of the Welterbegemeinden Wachau association and of Arbeitskreis Wachau Dunkelsteinerwald Regionalentwicklungs GmbH is, as one and the same person, directly responsible for managing the World Heritage. This results in existing structures being optimised at regional level and the creation of a centralised contact point responsible for matters concerning the World Heritage.

Its responsibilities include:

- Representing the values and the idea of the World Heritage

- Implementing the Management Plan at operational level as well as evaluating and updating the plan to the end of further developing the region in accordance with the UNESCO World Heritage Convention
- Periodically consulting with network partners, organisations, and federal, provincial and regional authorities, and nurturing contacts at international level
- Providing advice and support in setting up cooperative efforts, networks and organisations responsible for projects, and supporting the administration of funding activities
- Carrying out monitoring, drafting progress reports and supporting the Federal Chancellery (BKA) in fulfilling requirements to report to UNESCO and ICOMOS
- Organising and preparing the programme and documentation of specific meetings and events (World Heritage advisory board, board and general assembly of the Welterbegemeinden Wachau association, shareholders' meeting of Arbeitskreis Wachau Dunkelsteinerwald Regionalentwicklungs GmbH, management network, Wachauforum)

To provide added support for these many and varied tasks, the World Heritage management may also consist of more than one individual. In any case, there are plans to fill positions with 1.5 full-time equivalents (managing director and a half-time assistant).

8.2.4. World Heritage advisory board

With respect to the responsibilities related to managing the World Heritage with which it is entrusted by the Welterbegemeinden Wachau association and Arbeitskreis Wachau Dunkelsteinerwald Regionalentwicklungs GmbH, the World Heritage management will be advised and monitored by the World Heritage advisory board.

The World Heritage advisory board is established with the Arbeitskreis Wachau Dunkelsteinerwald Regionalentwicklungs GmbH and is specified in the articles of association of the Welterbegemeinden Wachau association; the board consists of the following members:

- Representative of the federal government (BKA)
- Representative of the Office of the Lower Austrian Provincial Government (Department of Art and Culture)

- Representative of the Welterbegemeinden Wachau association (a person other than the chair)

The following individuals not holding voting rights support the work of the World Heritage advisory board:

- Chair of the Welterbegemeinden Wachau association
- World Heritage manager

As parties funding the World Heritage, the federal and provincial governments thus monitor the activities of operational management and ensure that their responsibilities and interests are met at regional level as well.

The responsibilities of the World Heritage advisory board include:

- Recommending topical focal points
- In line with the principle of preventive monitoring, supervising the activities of the immediate World Heritage management, including verifying compliance with requirements for preserving the Outstanding Universal Value, with the objectives of the Management Plan as well as with higher-level policy programmes and (supra-) regional projects
- Supporting vertical networking between various policymaking levels (federal, provincial and municipal)
- Supporting horizontal networking of the federal and Lower Austrian administrative offices involved
- Advising on the financing of related projects

The World Heritage advisory board usually meets three times a year. The World Heritage management is responsible for organising and preparing agendas for meetings and for documenting meetings.

8.2.5. Management network

In a World Heritage property of the size and complexity of the Wachau Cultural Landscape, a staff of 1.5 full-time equivalents can handle the coordination of World Heritage management but not implement in detail all of the tasks involved. The main responsibility of the World Heritage management is correspondingly to coordinate efforts with technical specialist institutions in the region and to promote cross-sectoral efforts. Together with the network partners, projects aligned with the catalogue of objectives and measures of the Management Plan will be developed and implemented. Ongoing discussion of project activities in the region will allow network partners

to identify potential synergies and minimize the risk of duplication of activity by the institutions.

The management network consists primarily of the institutions and associations mainly responsible for managing the action areas as referred to in the Management Plan.

The institutions and individuals listed below will be offered a seat in the management network of the Wachau World Heritage property:

- All staff members of the three regional associations (Welterbegemeinden Wachau, Arge Dunkelsteinerwald, Wachau-Dunkelsteinerwald LEADER association) and of Arbeitskreis Wachau Dunkelsteinerwald RegionalentwicklungsgmbH
- Manager of the Jauerling-Wachau Nature Park (conservation)
- One representative of the Krems District Building Authority (building culture)
- Office director of Vinea Wachau (wine-growing)
- Office director of the Wachau-Nibelungengau-Kremstal regional office of Donau Niederösterreich Tourismus GmbH (tourism)
- Manager of Wachau Kultur Melk GmbH
- One representative of the main region of central Lower Austria under NÖ.Regional.GmbH (social affairs, communication)

A maximum of 11 members with observer status can additionally participate in the immediate network:

- A maximum of six individuals from science and research to observe and comment on network discussions of projects and topics (providing expertise on action areas)
- One individual representing ICOMOS Austria and one representing the Austrian UNESCO Commission
- Three individuals from civil society, one of which as youth representative (under the age of 30); these individuals will be elected at the Wachauforum taking place each year (see „8.2.7. Wachauforum“)

The management network will also meet three times a year, in advance of the World Heritage advisory board meeting to allow the results of the network meeting to be used as input for the discussion by the World Heritage advisory board. The World Heritage management will chair the meetings of the management network and record the results.

8.2.6. World Heritage *Jour fixe*

At a regular workshop (*Jour fixe*), reports of current developments related to the management of the World Heritage will be given to those institutions that, while playing a certain role in World Heritage management, are not as involved as the institutions participating in the management network.

These include:

- Other provincial departments with related areas of competence (e.g. RU2, RU5, RU7) as well as staff members of district administrative offices, district building authorities and other organisations under or affiliated with the provincial government
- Building Directorate of the city of Krems
- Chambers (e.g. Economy, Labour, Agriculture)
- Chair of Vinea Wachau and of the two inter-professional committees of the Wachau and Kremstal wine-growing region, representatives of Krems wine-growers and of the wine tourism routes (*Weinstraßen*)
- Representatives of fruit-growers
- Representatives of tourism industry businesses
- Heads of trade associations related to building trades
- Shipping companies, Wachaubahn railway, mobility centre
- Other cultural organisations
- Museum management
- UNESCO schools
- Where not otherwise included in the list above, the representatives of institutions currently belonging to the board of Arbeitskreis Wachau

The World Heritage *Jour fixe* meets at least once a year prior to the Wachauforum. Efforts will be made to hold a second meeting each year.

8.2.7. Wachauforum

The Wachauforum is an event open to all individuals interested in the Wachau World Heritage, regardless of their institution of affiliation or origin. The Wachauforum takes place each year on a weekend in January and lasts half a day.

Agenda items:

- Presentation on 'current state of affairs'
- Keynote speeches and open discussion forums on topics and projects as well as values, obligations and opportunities relating to the World Heritage
- Election of the individuals from civil society, one of which as youth representative (under the age of 30), to participate with observer status in meetings of the management network. Individuals can be elected for a period of exactly one year and the same individual may not be elected for another five years.

The results of the Wachauforum will be recorded and taken into account in the activities of the World Heritage management, the management network and, where applicable, the World Heritage *Jour fixe*.

8.3. Funding

The funding of the World Heritage management will be provided in principle from the regular budget of the Welterbegemeinden Wachau association and of Arbeitskreis Wachau Dunkelsteinerwald GmbH. The partners involved in the management network will normally also carry out their responsibilities under their current budgets. When implementing projects related to the World Heritage, funding will be drawn from the sources designated for the particular specialised area, in particular the ongoing funding programmes of the European Union.

The World Heritage management cannot, however, be financed to the required extent from the region's own funds, hence the region will be applying for appropriate federal and provincial government funding. Such funding should help to finance the management staff of 1.5 full-time equivalents, their business expenses, the required office infrastructure as well as other ongoing management expenses (e.g. the research representative in the management network) and for recurring projects and obligations related to the World Heritage.

The use of these monies will be monitored by the bodies of the Welterbegemeinden Wachau association and of Arbeitskreis Wachau Dunkelsteinerwald GmbH and by the World Heritage advisory board.

World Heritage advisory board		
<p>Members: (voting) representatives of the Federal Chancellery, the Office of the Lower Austrian Provincial Government, Department of Art and Culture, the Welterbegemeinden Wachau association (a person other than the chair); (non-voting) chair of the Welterbegemeinden Wachau association, World Heritage manager</p>		
<ul style="list-style-type: none"> Monitor the activities of the immediate World Heritage management 	<ul style="list-style-type: none"> Support vertical and horizontal networking 	<ul style="list-style-type: none"> Support financing of related projects

Welterbegemeinden Wachau association	Arbeitskreis Wachau Dunkelsteinerwald Regionalentwicklungs GmbH
<p>Members: 15 municipalities with a share of area in the World Heritage</p> <p>General assembly: mayors</p> <p>Board: officers legally representing the body, staff</p>	<p>Shareholders: Welterbegemeinden Wachau association, Arge Dunkelsteinerwald association</p>

World Heritage manager
<ul style="list-style-type: none"> Represent the values and the idea of the World Heritage to external parties Implement the Management Plan at operational level as well as evaluate and update the plan Periodically consult with network partners, organisations, and federal, provincial and regional authorities; nurture contacts at international level Provide advice and support in setting up cooperative efforts, networks and organisations responsible for projects; support the administration of funding activities Carry out monitoring, draft progress reports; provide support in fulfilling requirements to report to UNESCO and ICOMOS

World Heritage platforms

Management network
<p>Meetings: 3 times a year</p> <p>Participants: staff of the regional associations and the GmbH; network partners at operational level: Jauerling-Wachau Nature Park, Krems District Building Authority, Vinea Wachau, Donau NÖ Tourismus GmbH, Wachau Kultur Melk GmbH, NÖ.Regional.GmbH</p> <p>Observers (max. 11 individuals): science and research, ICOMOS Austria, Austrian UNESCO Commission, representatives of civil society</p>

World Heritage <i>Jour fixe</i>	Wachauforum
<p>Meetings: once or twice a year</p> <p>Participants: 'expanded' management network e.g.: provincial departments with related areas of competence, district administrative offices, Building Directorate of the city of Krems, trade association heads, shipping companies, Wachau-bahn railway, mobility centre, UNESCO schools, abbeys</p>	<p>Meetings: Once a year</p> <p>Participants: open event</p> <p>Keynote speakers on World Heritage topics, election of civil society representatives in the management network</p>

Tab. 6: Management structures and platforms of the Wachau UNESCO World Heritage property



Fig. 62 Marking on the World Heritage Trail



9. Quality assurance, monitoring and reporting

9.1. Method and elements of quality assurance

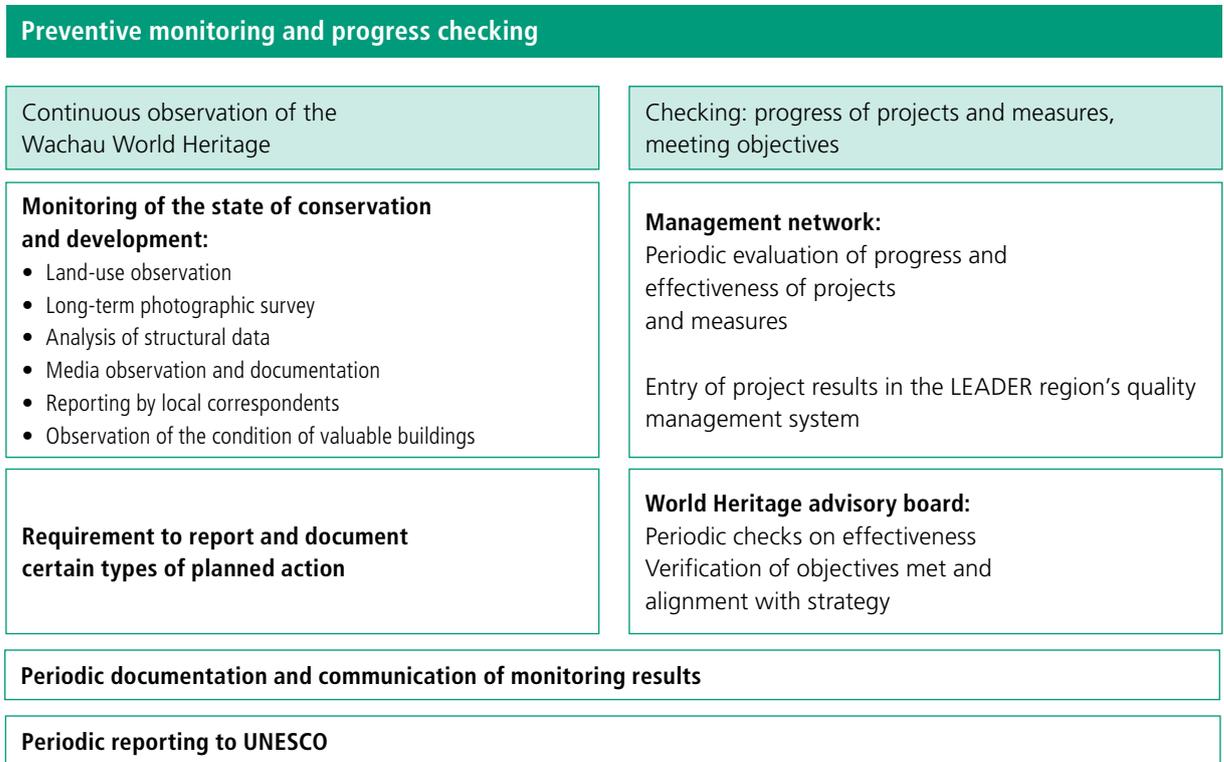
9.1.1. Method

The World Heritage management ensures periodic monitoring of the state of conservation of the World Heritage as well as quality assurance in further development. The results of monitoring activities will be taken into consideration as an important basis for management decisions and when carrying out any measures to preserve the Outstanding Universal Value. The quality assurance system is based on the principles described below.

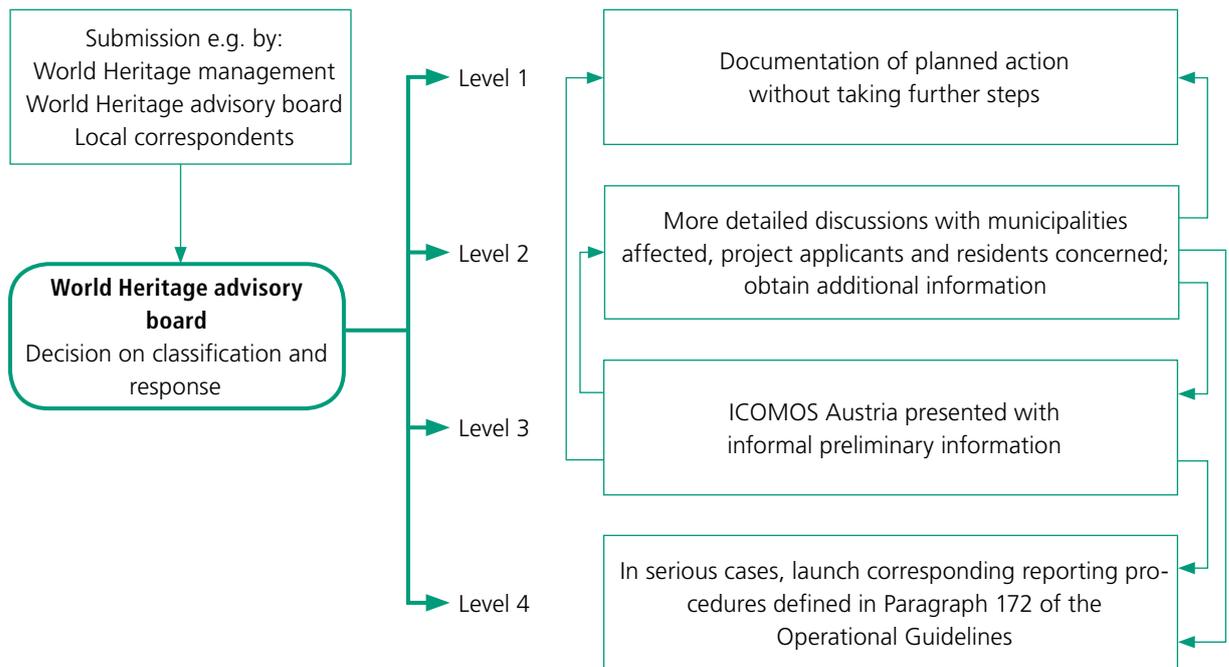
- Quality assurance and monitoring measures serve the purpose of preserving the Outstanding Universal Value (OUV), the authenticity and the integrity of the Wachau Cultural Landscape as World Heritage: each and every activity within the World Heritage should be appropriate to the World Heritage and be distinguished by superior quality standards or at least aspire to such standards.
- The basis for monitoring and quality assurance activities is provided by this Management Plan and in particular the action areas contained in it, including the objectives and measures aimed at preserving the World Heritage and continuing to develop it with care.
- By exercising comprehensive preventive monitoring, the need for any reactive control measures should be kept to a minimum. Through a discourse involving the residents, policymakers and representatives of administration and business, acceptable compromises will be sought as a means of resolving any conflicts of interest. Conflicts should as far as possible be resolved within the region.
- All of the methods used will be applied so as to ensure transparency and lucidity.
- The management is committed to the Articles of Association of the Austria World Heritage Conference – agreed with ICOMOS Austria and the Austrian UNESCO Commission – and to the position paper of the World Heritage managers (presented at Illmitz on 12 September 2016).
- ICOMOS Austria and the Austrian UNESCO Commission will be actively informed by the World Heritage management. Efforts will be made to proceed jointly, particularly when coordinating media and public information activities.
- The civil society has the opportunity to contribute its views and knowledge.

9.1.2. Elements of quality assurance

The system of quality assurance in the Wachau World Heritage region consists of two main elements that are mutually complementary: firstly, preventive monitoring, in other words continuously observing the condition of the World Heritage and progress checking, and, secondly, reactive control measures, through which processes are defined in the case of a conflict.



Reactive control measures and processes in the case of conflict



Tab. 7: Elements of quality assurance

9.2. Preventive monitoring and progress checking

The bodies described in Chapter 8 (Administration of the World Heritage), in particular the World Heritage advisory board, the management network and the World Heritage management, are responsible for preventive monitoring and checking effectiveness. The World Heritage management is specifically responsible for carrying out monitoring, preparing the World Heritage advisory board meetings and drafting progress reports. The World Heritage advisory board ensures that the requirements for reporting to UNESCO are met.

9.2.1. Continuous observation of the Wachau World Heritage

The World Heritage management has the task of continuously observing the Wachau World Heritage, consulting where required with experts from institutions working in research or planning and with local stakeholders and others familiar with the Wachau.

Objectives in continuous observation of the World Heritage:

- Build up reliable knowledge of its condition and any changes
- Identify, at an early stage, any undesired developments that potentially affect the Outstanding Universal Value (OUV), the integrity or the authenticity of the Wachau World Heritage
- Introduce appropriate countermeasures in good time

Means of ensuring continuous observation of the Wachau World Heritage:

- Monitoring of any changes in various aspects (use, visual quality, structure, socio-demography, World Heritage education, external impact) by referring to selected indicators based on data collected using various methods
- Requirement to report and document certain types of planned action

9.2.1.1. Monitoring of the state of conservation and of development

Methods and indicators used in monitoring the state of conservation and the development of the Wachau World Heritage are described below.

In selecting methods and indicators, the following principles apply:

- They must adequately reflect in detail the objectives and action areas defined in the Management Plan. The indicators for measuring the state of conservation that were listed in the nomination documents have been revised, updated and supplemented in the light of 15 years' experience of World Heritage management.
- The selected indicators should be meaningful and representative.
- Methods and indicators that would require newer (and often more costly) primary data to be acquired should only be included when necessary in order to adequately cover the particular topic.

Development of a monitoring routine fit for long-term use

As a basis for evaluating changes, for many of the indicators listed here it will be necessary to perform an initial or baseline survey or to systematically catalogue observations gathered from various sources. This cataloguing activity, along with evaluation of the listed sets of indicators and methods, will result in the indicator sets and the selected methodical approaches being more finely detailed and, in some cases, supplemented. Additional preparations are required for some of the listed methods, for example the deployment of 'local correspondents' or the GIS analysis of land-use data. Work on these tasks will begin as soon as the Management Plan is adopted.

Six different methods of continuous observation

Monitoring the state of conservation and the development of the World Heritage involves the use of six methods to collect data for selected indicators covering aspects of various subject areas:

- 1) Land-use observation (GIS analysis, analysis of aerial photographs): monitoring of changes in use
- 2) Long-term photographic survey: monitoring the visual aspects of the World Heritage
- 3) Analysis of (existing) structural data: monitoring socio-demographic aspects of the World Heritage
- 4) Media observation and documentation of measures aimed at World Heritage education: awareness-raising and external impact
- 5) Observation by local correspondents: knowledge related to all aspects observed
- 6) Special topic: observation of the structural state of valuable buildings in the region

1) Land-use observation (GIS analysis, analysis of aerial photographs): monitoring of changes in use

Data on land use throughout the World Heritage property will be stored in a geographical information system (GIS). Maps and data will be updated every three years based on the most recent aerial images or orthophotographs and, where conditions cannot be determined from remote views, through on-site investigations. In individual subject areas, such as the use of vineyard terraces, observations can be made where necessary at shorter

intervals.

In cooperation with the Lower Austrian planning department, the planning activities of the municipalities in the region will also be appropriately documented using cartographic methods (e.g. extent of area designated as building property, further identification of Wachau Zones).

These data surveys will allow changes to be recorded as well as compiled into statistics and interpreted. Based on this material, responses can be made to any positive or negative impact on the OUV of the World Heritage.

Maps will need to be made of the current state (area and extent) as well as changes in the areas listed below:

- Forests
- Christmas tree nurseries
- Terrace vineyards
- Vineyards in level areas
- Apricot orchards
- Other orchards
- Cropland
- Cultivated pasture/grassland
- Biomass cultivation areas
- Conservation areas, open areas with conservation features, rocks and cliffs, wasteland
- Developed areas with mixed agricultural and residential use
- Developed areas with industrial and commercial use
- Traffic areas and other infrastructures

Tab. 8: Summary of observation methods and aspects observed

Method \ Aspect	Use	Visual quality	Structure, socio-demography	External impact
1) Land-use observation				
2) Photographic observation				
3) Analysis of structural data				
4) Media observation				
5) Observation by local correspondents				
6) Observation of the condition of valuable buildings				

Main use of the method

Supplementary information

Potential indicators:

Changes in patterns of use:

- Proportion of open to forested area
- Proportions of protected areas (landscape and nature conservation)
- Areas and shares of areas with differing agricultural uses, in particular use as vineyard terraces

Settlement development:

- Area used for buildings, traffic routes, storage and other infrastructure
- Delineation of settlements
- Proportion of settled areas to circumference of settlement limits
- Proportion of building activity within and outside settlements (distribution)

2) Long-term photographic survey: monitoring the visual aspects of the World Heritage

A network of photo points covering the entire landscape will be defined, with photos taken in defined directions from each point.

This will allow ongoing documentation of changes in the landscape. Comparison of photographs taken using the same settings (camera elevation, focal point, illumination, season) will allow certain changes in the landscape to be recorded, analysed and, where necessary, discussed.

Here observation activities are focused on:

- Visual axes, special views
- Use of the stone wall terraces
- Development of settlement fringes

Alongside observing the landscape, a network of camera locations will be defined to observe and record the situation at important points of relevance for urban and town planning as well as significant individual buildings in the region.

3) Analysis of (existing) structural data: monitoring socio-demographic aspects of the World Heritage

A majority of the key indicators can be compiled and observed from statistical surveys carried out by federal

and Lower Austrian authorities, specialised representation associations and the World Heritage municipalities. Periodically, if possible every two years, a set consisting of a few, albeit highly meaningful, indicators should be collected and interpreted for this purpose. The list below is to be understood as a proposal to be adapted and supplemented based on experience.

Special topics, such as more in-depth study of the tourism industry landscape, the extent and vitality of cultural productivity in the region, and especially any kind of investigation into residents' and visitors' motives, can only be examined as part of specific projects requiring appropriate separate proposals and funding.

Potential key indicators:

- | | |
|--------------------------------------|--|
| Population within the World Heritage | <ul style="list-style-type: none"> – Resident population according to age and gender, percentages of youth and elderly, average age, household indicators (size, type, children under 18) – Proportion of persons registered with main residence and those with secondary residence, by municipality |
|--------------------------------------|--|

- | | |
|-------------------------|--|
| Buildings and dwellings | <p>Observations by municipalities:</p> <ul style="list-style-type: none"> – Percentage of newly erected buildings and dwellings, vacant residential buildings and flats |
|-------------------------|--|

- | | |
|---------------------------|---|
| Economy and labour market | <ul style="list-style-type: none"> – Workplaces by industry – Businesses in agriculture and forestry, land areas (number, type of gainful use or cultivation) – Tourism: accommodation businesses and guest beds by season, overnight stays by type of accommodation and visitors' origin, average length of stay in days, average utilisation of bed capacity; tourism density by municipality: proportion of residents to guest beds – Day-trip tourism, numbers of visitors to selected tourist sites – Shipping: number of landing stages, number of excursion boats, boats providing regular service and cruise vessels |
|---------------------------|---|

Observations by municipalities:

- Small and medium-sized enterprises; particularly for crafts: types of businesses, number, regional distribution

4) Media observation and documentation of measures aimed at World Heritage education: Awareness-raising and external impact

More in-depth observations, and especially any kind of investigation into residents' and visitors' motives, can only be gathered as needs arise and as part of specific projects requiring separate proposals and funding. The same applies to comprehensive media analysis by professional media observers.

Here researchers will resort to simple methods to obtain information on changes in public opinion, to be used in defining communication goals and planning events and in promoting community participation.

Examples of possible methods and key indicators

Media presence of the Wachau World Heritage	<ul style="list-style-type: none"> – Simple press review: record articles in selected print and digital media – Number of website visits
Networking and communication among World Heritage properties	<ul style="list-style-type: none"> – Number of cooperative efforts – Number of partnerships
Community involvement in World Heritage projects	<ul style="list-style-type: none"> – Number of community involvement events – Number of persons participating in a project related to the World Heritage – Estimated number of persons benefiting from the project

5) Observation by local correspondents: knowledge related to all aspects observed

A region-wide network of individuals familiar with the Wachau is to be set up and tasked with reporting to the World Heritage management any observations considered to relate to the World Heritage. Such observations can involve both improvements as well as issues relating to various aspects. This kind of network would also be a vehicle for steering concerns and initiatives among residents and bringing them to bear in targeted efforts. Preparation is still required before local correspondents can be deployed. Such tasks include defining focuses of observation and the methods for selecting reporters.

Here it is important to achieve a certain socio-demographic and geographic balance (representing all towns and villages, young and old, women and men, individuals from outside the region, various occupations – especially farmers) and possibly to limit the duration of the roles.

6) Special topic: observation of the structural state of valuable buildings in the region

A building's state of conservation cannot always be judged on appearance alone. What is usually required is a more detailed examination of the building's history and fabric, including parts of the building not visible from the street.

As an initial step, possible use of any documents from files kept by the Federal Monuments Office should be investigated (in the case of buildings under monument protection). The pending inventory of building culture, with a documentation of townscapes and architectural cultural properties, could serve as a systematic basis for more detailed periodic observation (refer to the measure under the action area of townscapes, building culture, sustainable settlement forms).

Periodic in-depth observation of the structural condition of buildings always requires considerable effort and can only be done at relatively long intervals (e.g. every four to five years). Combining long-term photographic observation as described above with observations by local correspondents provides an 'early warning' option, even if merely on a superficial level.

9.2.1.2. Reporting and documentation of certain types of planned action

In the case of projects which, due to their character or scale, are very likely to have an impact on the Outstanding Universal Value of the World Heritage property, it is essential to create an atmosphere of trust, so that the World Heritage management is informed as early as possible of projects of this kind.

In such cases it is necessary to comply with the legal conditions to which Austrian authorities are subject, including in particular the General Administrative Procedures Act (*Allgemeine Verwaltungsverfahrensgesetz, AVG*),

the associated rights accorded to parties to procedures and the obligation to maintain official secrecy.

All parties involved will agree on a catalogue of certain types of projects; on disclosure of such projects, the World Heritage management will be required to research and document it in accordance with the legal conditions referred to above. The following types of projects are always to be discussed at the first meeting of the World Heritage advisory board following disclosure, and in cases of imminent risk even earlier:

- Infrastructure works (e.g. roads, bypass routes, landing stages)
- Revisions of local supplementary medium and long-term master plans, zoning plans and development plans
- Building projects with a volume of more than 30% of comparable buildings in the vicinity
- Redefinition of use of building fabric subject to monument protection
- Rezoning of cultivated land where subject to approval: vineyard terraces with a total of 1/2 hectare or more and other cultivated property 1 hectare or larger
- New festivals and event projects that involve an excessive burden arising from traffic, noise and/or refuse

Municipalities to inform the World Heritage management

The municipalities will agree to voluntarily inform the World Heritage management of any local planning measures, as part of the normal invitation to the procedure for disclosing plans. The World Heritage management will make use of the right to examine the disclosed documents and where appropriate submit opinions in the framework of the pending procedure.

For categories of projects for which information is not automatically passed on to the World Heritage management, an appropriate voluntary agreement stipulating information to be provided at an earlier stage could be reached in particular with the environmental ombudsman. Other potential partners include certain departments of the district administrative authorities and the district agricultural authorities.

9.2.2. Monitoring progress of projects and measures, meeting objectives

9.2.2.1. Qualitative evaluation of the progress of projects and measures by the management network

Tasks

Evaluation of development progress in terms of the objectives defined in the Management Plan (qualitative assessment based on monitoring data, personal observations and experience gathered on site).

Procedure

Working meeting three times a year prior to the meetings of the World Heritage advisory board. One of the tasks at this working meeting is to evaluate the progress and effectiveness of projects and measures.

9.2.2.2. Quantitative evaluation of the impact of completed projects and measures on the degree of regional development, by the LEADER region quality assurance team

Tasks

Comprehensive progress has already been made towards developing impact analyses for the region's current LEADER strategy. Once the Management Plan has been adopted, those projects not included in the LEADER strategy will be supplemented along the lines of the strategy to include details of the planned impact in each case. Progress will subsequently be assessed simultaneously with the evaluation of the progress of LEADER region projects.

Procedure

Annual assessment at the meeting of the project selection committee in autumn. The results, in terms of the overall impact and of topics specific to the World Heritage, will be included in the World Heritage management's annual activity report.

Safeguarding results and documentation

The World Heritage management will record the results of working meetings.

The following items will be recorded in particular:

- List of projects: brief project description, estimate of project relevance for the Outstanding Universal Value (OUV), the authenticity and the integrity of the Wachau World Heritage Cultural Landscape and the current state of these aspects
- List of any changing general internal or external conditions for the World Heritage (trends in developments and the changes resulting)
- Estimates by observers

The minutes describing the results of the working meetings will be distributed to the management network and submitted to the World Heritage advisory board. A summary of the results of the management network's activities will be included as part of the World Heritage management's annual activity report.

9.2.2.3. Verification of the objectives met and of alignment with the strategy by the World Heritage advisory board

Tasks

As part of its steering role, the World Heritage advisory board verifies the objectives met and alignment with the strategy as well as, in summary manner, the activities related to projects – in particular the implementation of priority projects and measures. This periodic check of progress and effectiveness is at the same time the basis for ongoing evaluation of the Management Plan to identify any need for adapting objectives or future planning steps.

Procedure

Meetings of the World Heritage advisory board will be held three times a year following the working meetings of the management network. In this context, the insights resulting from the management network's working meetings will serve as an important basis for consultations. The World Heritage management is responsible for presenting these insights.

Safeguarding results and documentation

The World Heritage management will record the minutes of working meetings including the results. The minutes with the results will be submitted to the World Heritage advisory board for examination.

A summary of the results of the World Heritage advisory board's work will be included as part of the World Heritage management's annual activity report.

9.2.3. Periodic reporting to UNESCO

By way of the Federal Chancellery, the World Heritage management will submit to UNESCO a report on the state of conservation of the World Heritage region in accordance with the periodic reporting requirement (Art. 29 of the World Heritage Convention and Chapter V of the Operational Guidelines).

Another occasion for reporting on work progress is the annual Austrian World Heritage conference, which is usually attended by the property management bodies of Austria's World Heritage properties and the officer of the Federal Chancellery responsible for World Heritage as well as by representatives of the Austrian provinces, ICOMOS and the Austrian UNESCO Commission.

9.2.4. Documentation and communication of monitoring results

Progress reports on projects and measures as well as the results of ongoing observation of the World Heritage will be disclosed to the general public through the World Heritage management's annual activity and progress report and made available on the website of the World Heritage. In addition, numerous key indicators and statistics are to be made available in the form of charts and maps, along with interpretations in text form, on the website to be consulted at any time.

9.3. Reactive control measures

9.3.1. Processes in the case of conflict

The World Heritage management plays the key role in conflict management. The management ensures orderly procedures and that the coordination of activities between stakeholders runs as smoothly as possible, while maintaining constant contact with federal and provincial authorities and, where required, with ICOMOS as well as the parties in conflict. The priority goal is to reach a consensual settlement that avoids jeopardising the Outstanding Universal Value or the authenticity and integrity of the World Heritage region.

Procedure

The World Heritage management will report any submissions as well as direct observations at the meetings of the World Heritage advisory board. In the case of imminent risk or if current deadlines require the matter to be addressed earlier, the World Heritage advisory board will also be informed between meetings. The World Heritage management is responsible for determining whether accelerated discussion is required.

Until ruled otherwise, the World Heritage management is required to appropriately document all submissions. Initially no right will exist to filter out submissions in advance, but this could be reconsidered if it becomes evident that the task ties up excessive resources and/or that certain individuals abuse the right to make submissions. This issue could be discussed by the World Heritage advisory board.

The World Heritage advisory board determines the level to which the conflict is escalated in the specific case.

- Level 1: Documentation of planned action without taking further steps
- Level 2: More detailed discussions with the affected municipalities, project applicants, residents and similar parties Obtain additional information
- Level 3: Present ICOMOS Austria and/or possibly ICOMOS International with informal preliminary information
- Level 4: In serious cases, launch corresponding reporting procedures defined in Paragraph 172 of the Operational Guidelines

Here attention should be given to achieving clear solutions, by following similar, transparent procedures to resolve conflicts that are similar in terms of background or structure.

The results of any detailed discussions (Level 2) are to be reported at the following meeting of the World Heritage advisory board. The board can then decide to continue to pursue the case at any other level. The World Heritage advisory board can also decide to initiate Level 4 based on relevant feedback at Level 3 or to refer the planned action back to Level 1 or 2.

Where there are reasons to do so in the individual case and if the planned action is of an appropriate scale, it may be necessary to take evaluation to an international level, regardless of how the case is classified. It is conceivable for a Heritage Impact Assessment (HIA) to be required as a basis for clarifying the situation, or for an advisory mission to be requested from the World Heritage Centre. The purpose of an HIA is to professionally assess the impact that a public or private project, plan or programme will have on the OUV of a World Heritage property and to describe that impact and evaluate it in terms of compatibility.

The World Heritage advisory board is responsible for deciding whether to initiate an HIA or to request an advisory mission.

As required in Paragraph 172 of the Operational Guidelines, in consultation with the competent federal and provincial authorities, the World Heritage management will ensure that a report is submitted to the Secretariat of the World Heritage Committee in the event of any exceptional developments and in particular any concrete threat to the Outstanding Universal Value or to the authenticity and integrity of the World Heritage region.

9.3.2. Information on the state of conservation

In the event that, as described in Paragraph 174 of the Operational Guidelines, the World Heritage Centre receives reports from third parties and makes related inquiries into the state of conservation of the World Heritage, the World Heritage management, in consultation with the World Heritage advisory board, will provide assistance in preparing a response. Such requests are also processed according to the scale system described in Section 9.3.1.



Annex

Contact Information

Bibliography

Image Credits

List of Tables



Fig. 63 Vineyards above the town of Stein

Contact Information

Verein Welterbegemeinden Wachau

Michael Schimek
3620 Spitz, Schlossgasse 3
T +43 (0) 27 13-300 00-11
office@wachau-dunkelsteinerwald.at
www.wachau-dunkelsteinerwald.at

Arbeitskreis Wachau Dunkelsteinerwald Regionalentwicklungs GmbH

Michael Schimek
3620 Spitz, Schlossgasse 3
T +43 (0) 27 13-300 00-11
office@arbeitskreis-wachau.at
www.arbeitskreis-wachau.at

Wachau-Dunkelsteinerwald LEADER Association

Stefanie Dornstauder
3620 Spitz, Schlossgasse 3
T +43 (0) 27 13-300 00
dornstauder@wachau-dunkelsteinerwald.at
www.wachau-dunkelsteinerwald.at

Federal Chancellery of the Republic of Austria Department II/4/a

Ruth Pröckl
1010 Vienna, Concordiaplatz 2
T +43 (0) 1-531 15-20 3633
ruth.proeckl@bka.gv.at

Austrian UNESCO Commission

Gabriele Eschig, Dr Mona Mairitsch
1010 Vienna, Universitätsstraße 5/12
T +43 (0) 1-526 13 01
eschig@unesco.at
www.unesco.at

Office of the Lower Austrian Provincial Government Culture, Science and Education Division Department of Art and Culture

Hermann Dikowitsch, Martin Grüneis
3109 St. Pölten, Landhausplatz 1, Haus 1
+43 (0) 27 42-90 05-13125
post.k1@noel.gv.at

ICOMOS Austria

4490 St. Florian, Tillysburg 1
+43 (0) 680-322 32 01
office@icomos.at
www.icomos.at

Jauerling-Wachau Nature Park Association

Dr Birgit Habermann
3643 Maria Laach 22
T +43 (0) 27 12-82 22-4
info@naturpark-jauerling.at
www.naturpark-jauerling.at

Vinea Wachau

Michael Wagner
3620 Spitz, Schlossgasse 3
T +43 (0) 27 13-300 00-12
office@vinea-wachau.at
http://www.vinea-wachau.at/

Donau Niederösterreich Tourismus GmbH, Wachau-Nibelungengau-Kremstal Regional Office

Peter Sigmund
3620 Spitz, Schlossgasse 3
T +43 (0) 27 13-300 00-18
urlaub@donau.com
www.wachau.at, www.donau.at

Wachau Kultur Melk GmbH

Elisabeth Weigand
3390 Melk, Jakob-Prandtauer-Straße 11
T +43 (0) 27 52-540 60
office@wachaukulturmelk.at
www.wachaukulturmelk.at

Office of the Lower Austrian Provincial Government, District Building Authority IV – Krems

Stefan Schraml
3500 Krems/Donau, Drinkweldergasse 15
T +43 (0) 27 32-90 25-454 20
Post.gba4@noel.gv.at

NÖ Regional GmbH – Office for Central Lower Austria

Sabine Klimitsch
3100 St. Pölten, Josefstraße 46a/5
T +43 (0) 676-885 91-222
sabine.klimitsch@noeregional.at

Bibliography

- Bernhard Alscher, Katharina Goldberger, Benjamin Kiefmann and Daniela Niessler: Management Plan, Wachau World Heritage, chapter on analysis; seminar paper prepared as part of the course of studies for the Master's degree in spatial research and planning and for teacher accreditation in geography at the University of Vienna, 2014.
- Office of Lower Austrian Provincial Government, Department of Regional Planning and Policy: *Generelle Untersuchung der landschaftlichen Verträglichkeit von Siedlungserweiterungen in der Wachau* (General Examination of the Compatibility of Settlement Expansion with Landscape in the Wachau), St. Pölten 2006
- Office of the Lower Austrian Provincial Government, Department of Art and Culture: Strategy for Art and Culture in Lower Austria, St. Pölten 2016
- Office of the Lower Austrian Provincial Government, Department of Economy, Tourism and Technology: Lower Austria 2020 Tourism Strategy, St. Pölten 2014
- Office of the Lower Austrian Provincial Government, Department of Nature Conservation: *Europaschutzgebiete 'Wachau – Jauerling' and 'Wachau'*, 2006
- Information on Natura 2000 management of areas pursuant to the Habitats Directive and to the Birds Directive, St. Pölten 2009, www.noel.gv.at/Umwelt/Naturschutz/Natura-2000
- Arbeitskreis Wachau: *Leitbild Arbeitskreis Wachau* (Arbeitskreis Wachau – Mission Statement), current version, Spitz 2014
- Arbeitskreis Wachau: Statement of the Outstanding Universal Value of the Wachau Cultural Landscape (Austria) (No 970), adopted on 24 November 2011, Spitz 2011
- Arbeitskreis Wachau: Articles of Association of Arbeitskreis Wachau, version as of 21 October 2014, Spitz 2014
- ARGE Regionales Energiekonzept Wachau–Dunkelsteinerwald: *Regionales Energiekonzept Wachau–Dunkelsteinerwald, Umsetzungskonzept und Strategien für eine nachhaltige Energiezukunft in der Region* (Regional energy plan for Wachau – Dunkelsteinerwald, implementation plan and strategies for future sustainable energy in the region), final report, St. Pölten 2011
- Karl Bachinger: *Der Obstbau in der Wachau* (Fruit-growing in the Wachau), St. Pölten 2007
- Claudia Brincks-Murmann (ed.): *World Heritage-Manual, Handbuch zur Umsetzung der World Heritage Convention in Germany, Luxemburg, Austria und der Schweiz* (World Heritage Manual, manual for implementing the World Heritage Convention in Austria, Germany, Luxembourg and Switzerland), German UNESCO Commission, Bonn 2009
- Federal Ministry of Transport, Building and Urban Development (ed.): *Qualitätssicherung und Konfliktmanagement in Welterbestätten* (Quality Control and Conflict Management at World Heritage Sites), Berlin 2012
- con.os tourismus.consulting gmbh: UNESCO management plan and regional development plan for the Wachau World Cultural Heritage, Tourism analysis, Vienna 2007
- Donau Niederösterreich Tourismus GmbH: *Grundstrategien* (Fundamental strategies), [online in German] http://www.donau.com/de/donau-niederosterreich/infos-service/presse-b2b/b2b-partnerweb/grundstrategien/266c01044d95dc558c700b302871d6c5/?tx_news_pi1%5Bcontroller%5D=News&tx_news_pi1%5Baction%5D=detail [version as of 11 March 2015]
- Donau Niederösterreich Tourismus GmbH: Wachau World Heritage Site – Tips, information and special features for your stay in one of Europe's most beautiful river valleys, Spitz 2012
- Karl Fördermair, Wolfgang Holzner, Robert Jeller and Sibylla Zech: *Weltgarten Wachau Rahmenstudie* (World Garden of the Wachau Framework study), Vienna 2003
- Wolfgang Holzner: UNESCO management plan and regional development plan for the Wachau World Cultural Heritage, Conservation analysis, Vienna 2007
- im-plan-tat Raumplanungs-GmbH & Co KG and mecca consulting: KREK 2011, Supplementary medium and long-term master plan for the Dunkelsteinerwald Sub-Region, Krems/Vienna 2011
- Institute of Urban Design and Landscape Architecture, Department of Urban Design, Vienna University of Technology: UNESCO management plan and regional development plan for the Wachau World Cultural Heritage, Townscape analysis, Vienna 2007
- Wachau–Dunkelsteinerwald LEADER Association: *Lokale Entwicklungsstrategie* (Local Development Strategy) 2014–20, Spitz 2015

Wachau–Dunkelsteinerwald LEADER Association:

Articles of Association of Wachau–Dunkelsteinerwald LEADER Association, version as of 7 April 2015, Spitz 2015

City of Krems Municipal Administration, Building Directorate (ed.):

Stadtentwicklung Krems 2030 Zukunft gemeinsam gestalten (Krems 2030 Urban Development Plan: Collectively Shaping the Future), Krems an der Donau 2016

Republic of Austria, Federal Monuments Office:

The World Heritage, Documentation for the Nomination of Wachau Cultural Landscape, Vienna 1999

Birgitta Ringbeck: *Managementpläne für Welterbestätten, Ein Leitfaden für die Praxis* (Management Plans for World Heritage Sites: A Practical Guide), German UNESCO Commission (ed.), Bonn 2008

Michael Schimek: VITOUR LANDSCAPE, Report on the technical seminars held as parts of the Interreg IVC project, Spitz 2011

Michael Schimek: Wachau World Cultural Heritage, Significance–Management–Projects, International Colloquium for the Middle Rhine – Val de Loire, Koblenz, 1 July 2004

Barbara Schwarz, Christian Hanus: Revitalisation of the railway in the Wachau World Cultural Heritage, Presentation at the 2009 Forum Building Science

stadtland Dipl.-Ing. Sibylla Zech GmbH: UNESCO management plan and regional development plan for the Wachau World Cultural Heritage, Landscape analysis, Vienna 2007

UNESCO World Heritage Centre, Intergovernmental Committee for the Protection of the World Cultural and Natural Heritage: Operational Guidelines for the Implementation of the World Heritage Convention (final version as of 8 July 2015)

United Nations Educational, Scientific and Cultural Organization: Twenty-sixth session of the Bureau of the World Heritage Committee, Item 9 of the Provisional Agenda: The Budapest Declaration on World Heritage, WHC-02/CONF.202/2, Budapest 2002

United Nations Educational, Scientific and Cultural Organization: Thirty-first session of the Bureau of the World Heritage Committee, Item 13 of the Provisional Agenda: Evaluation of the results of the implementation of the Committee's Strategic Objectives, Proposal for a 'Fifth C' to be added to the Strategic Objectives, WHC-07/31.COM/13B, Christchurch 2007

United Nations Educational, Scientific and Cultural Organization: Twentieth Session of the General Assembly of States Parties to the Convention concerning the protection of the World Cultural and Natural Heritage, Item 13 of the Provisional Agenda: World Heritage and Sustainable Development; INF.13: Draft Policy Document for the Integration of a Sustainable Development Perspective into the Processes of the World Heritage Convention, WHC-15/20.GA/INF.13, Paris 2015

Wachau Dunkelsteinerwald Regionalentwicklung: Articles of Association of Wachau Dunkelsteinerwald Regionalentwicklung, version as of 1 June 2015, Spitz 2015

Mella Waldstein and Gregor Semrad: *Stein auf Stein, Die Wachauer Weinlandschaft* (Stone on Stone: The Winescape of the Wachau), second revised edition, Bibliothek der Provinz publishing house, Weitra 2011

Erich Raith, Michael Surböck, Christian Scharf, Stefan J. Hietler: UNESCO management plan and regional development plan for the Wachau World Cultural Heritage, Townscape analysis, Institute of Urban Design and Landscape Architecture, Department of Urban Design, Vienna University of Technology, Vienna 2007

T. Fischer: *Weggehen.Zurückkommen.Verbunden bleiben. Wanderungs- und Bleibeverhalten junger Menschen im Alter von 20 bis 29 Jahren in peripheren ländlichen Regionen am Beispiel der LEADER Region Nationalpark Kalkalpen – Motive und Handlungssätze* (Leaving. Returning. Staying Connected. Migratory and sedentary behaviour of young people aged 20 to 29 in peripheral rural regions as illustrated by the Kalkalpen National Park LEADER region – motives and approaches for action). Final report commissioned by OÖ. Zukunftsakademie (Future Academy of Upper Austria), Office of the Upper Austrian Provincial Government. Institute of Spatial Planning and Rural Development, University of Natural Resources and Life Sciences, Vienna, 2014.

Image Credits

Donau NÖ/Othmar Bramberger: Fig. 38
City of Melk/Franz Gleiß: Fig. 16
Donau NÖ/Othmar Bramberger: Fig. 60
Markus Haslinger: Fig. 2, 9, 15, 20, 24, 32, 33, 46, 47, 59, 63
Niederösterreich Werbung/Robert Herbst: Fig. 49
Donau NÖ/Franz Hauleitner: Title image
eNu/Thomas Kirschner: Fig. 51
Göttweig Abbey/Maximilian Krenn: Fig. 43
Niederösterreich Werbung/Barbara Krobath: Fig. 23
Franz Lechner: Fig. 55, 56, 58
Monika Löff: Fig. 18, 35
Elmar Ludescher: Fig. 44
Anna-Marie Lun: Fig. 21, 40, 41, 52, 61
Dieter Manhart: Fig. 1, 31
Daniela Matejschek: Fig. 53
Michael Nader: Fig. 11, 13, 14, 36, 48
Josef Pennerstorfer: Fig. 25, 26, 29, 42
Mathias Ringseis: Fig. 22
Engelbert Schally: Fig. 17
Michael Schimek: Fig. 27, 28
Gregor Semrad: Fig. 12
stadtland: Fig. 3, 4, 5, 7, 30, 34, 39, 54, 57
Eduard Stummvoll: Fig. 45
Emmersdorf Tourist Association: Fig. 19
Wachau Dunkelsteinerwald Regionalentwicklung: Fig. 10, 37
NÖVOG/Weinfranz: Fig. 50
Ronald Würflinger: Fig. 62

List of Tables

Tab. 1: Wachau World Heritage Municipalities | 22
Tab. 2: Extent (coordinates) and area of the core zone and buffer zone of the Wachau World Heritage | 23
Tab. 3: Percentage of areas of municipalities in the core and buffer zones of the World Heritage area | 26
Tab. 4: Population (primary residence) in the core and buffer zones | 26
Tab. 5: Projects and initiatives from the region and financial volume since 2000 | 62
Tab. 6: Management structures and platforms of the Wachau UNESCO World Heritage property | 119
Tab. 7: Elements of quality assurance | 122
Tab. 8: Summary of observation methods and aspects observed | 124



